



2007 City of Lawrence DirectionFinder® Survey

Draft Final Report

Conducted for



by

ETC Institute

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2007 DirectionFinder® Survey

Executive Summary

Purpose and Methodology

ETC Institute administered a survey to residents of the City of Lawrence during the spring of 2007. The purpose of the survey was to assess satisfaction with the quality of City services and to gather input about priorities for the community.

A seven-page survey was mailed to a random sample of 2,500 households in the City of Lawrence. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey were given the option of completing it by phone. Of the households that received a survey, 392 completed the survey by phone and 776 returned it by mail for a total of 1168 completed surveys (47% response rate). The results for the random sample of 1168 households have a 95% level of confidence with a precision of at least +/- 2.9%. In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the location of their home.

Locations of Households that Responded to the Survey

Map of
Survey
Distribution
Will Go Here

City of Lawrence, KS
2007 DirectionFinder® Survey

The percentage of “don’t know” responses has been excluded from many of the graphs shown in this report to facilitate valid comparisons of the results from Lawrence with the results from other communities in the *DirectionFinder*® database. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been provided in the tabular data section of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “*who had an opinion*”.

This report contains:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for most questions on the survey
- benchmarking data that shows how the results for Lawrence compare to other cities
- GIS maps that show the results of selected questions as maps of the City
- importance-satisfaction analysis
- tables that show the results for each question on the survey
- a copy of the survey instrument.

Crosstabulations that show the results for different demographic groups in the City based are provided in a separate appendix.

Major Findings

- **Overall Satisfaction with the Quality of Life in Lawrence.** Residents of Lawrence were significantly more likely to be satisfied with the overall quality of life in the city than residents in other U.S. cities. Eighty-four percent (84%) of those surveyed *who had an opinion* were satisfied (ratings of 4 or 5 on a 5-point scale) with the overall quality of life in Lawrence compared to a national average of 71%.
- **Overall Satisfaction with Major City Services** Ninety percent (90%) of those surveyed *who had an opinion* (ratings of 4 or 5 on a 5-point scale) were satisfied with the quality of fire and emergency medical services; 86% were satisfied with trash and yardwaste services, and 85% were satisfied with the quality of the City’s parks and recreation system. Residents were least satisfied with the maintenance of City streets/infrastructure (29%).
- **Services that residents thought should receive the most increase in emphasis over the next two years.** The areas that residents thought should receive the most increase in emphasis from the City of Lawrence over the next two years were: (1) maintenance of City streets/infrastructure, (2) flow of traffic/congestion management, and (3) quality of planning/developmental services.

- **Public Safety.** Most residents of Lawrence indicated that they felt safe during the day. Ninety-six percent (96%) of the residents surveyed *who had an opinion* indicated that they felt safe (ratings of 4 or 5 on a 5-point scale) walking in their neighborhood during the day; this was significantly higher than the national average of 87%. Seventy-three percent (73%) indicated they felt safe in their neighborhood at night, which was the same as the national average. Eighty-nine percent (89%) indicated they felt safe in City parks during the day but only twenty-five percent (25%) felt safe in City parks after dark.
 - **Police Services.** Fifty-six percent (56%) of those surveyed *who had an opinion* were satisfied with the frequency that police officers patrol their neighborhood; 53% were satisfied with the City's enforcement of traffic offenses.
 - **Fire and Other Emergency Services.** Ninety percent (90%) of those surveyed, *who had an opinion*, were satisfied with the quality of fire services; 89% were satisfied with the response time of emergency medical response personnel, and 89% were satisfied with the professionalism of the City's emergency medical service personnel.
- **Maintenance and Public Works.** Seventy-six percent (76%) of those surveyed, *who had an opinion*, were satisfied with snow removal on major City streets; 72% were satisfied with the maintenance of street signs, and 56% were satisfied with the adequacy of City street lighting. Residents were least satisfied with the timeliness of street maintenance repairs (28%). The public works service that residents felt should receive the most increase in emphasis over the next two years was the condition of major city streets.
- **Transportation.** Forty-nine percent (49%) of the residents surveyed *who had an opinion* were satisfied (rating of 4 or 5 on a 5-point scale) with the ease of north/south travel in Lawrence, and 47% were satisfied with availability of pedestrian paths in Lawrence. Residents were least satisfied with the ease of east/west travel in the City (30%). The transportation issue that residents felt should receive the most increase in emphasis over the next two years was the ease of east/west travel in the City.
- **Public Information.** Sixty-four percent (64%) of those surveyed, *who had an opinion*, were satisfied with the information available about City services and activities; 59% of those surveyed were satisfied with the timeliness of information provided by the City, and 54% were satisfied with the information available on the City's website.
- **Solid Waste Disposal Services.** Ninety-one percent (91%) of those surveyed, *who had an opinion*, were satisfied with residential trash collection and 86% were satisfied with yardwaste collection services. Residents were least satisfied with the City's drop-off recycling sites (50%) and the City's efforts to inform residents about recycling opportunities (50%).

- **Parks and Recreation Services.** Eighty-eight percent (88%) of those surveyed, *who had an opinion*, were satisfied with the appearance/cleanliness of City parks; 81% were satisfied with the condition of equipment at City parks, and 78% were satisfied with the City's indoor aquatic facilities and the availability of information about parks and recreation programs (78%). The parks and recreation service that residents felt should receive the most increase in emphasis over the next two years was the cleanliness of public areas in the City.
- **Water/Wastewater Utility Services.** Eighty-eight percent (88%) of those surveyed, *who had an opinion*, were satisfied with reliability of water services; 82% were satisfied with the water pressure in their home, and 72% were satisfied with the clarity of their drinking water. Residents were least satisfied with the value they received for their water/wastewater utility rates (56%). The water/wastewater service that residents felt should receive the most increase in emphasis over the next two years involved improvements to the taste of drinking water.

Other Findings.

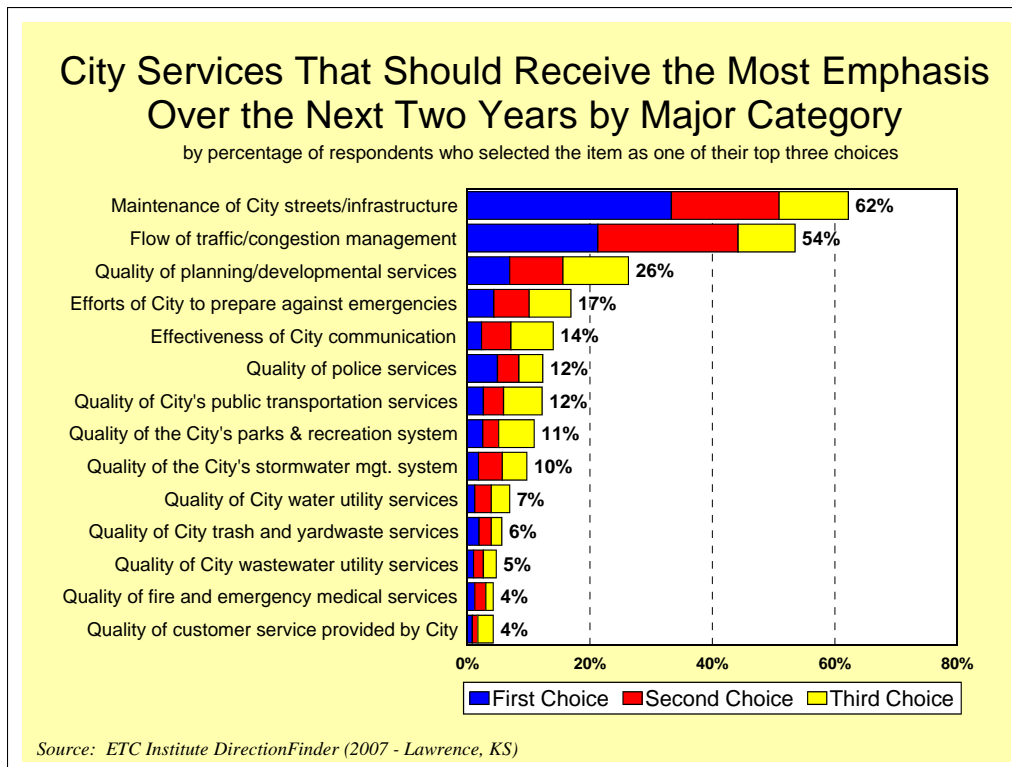
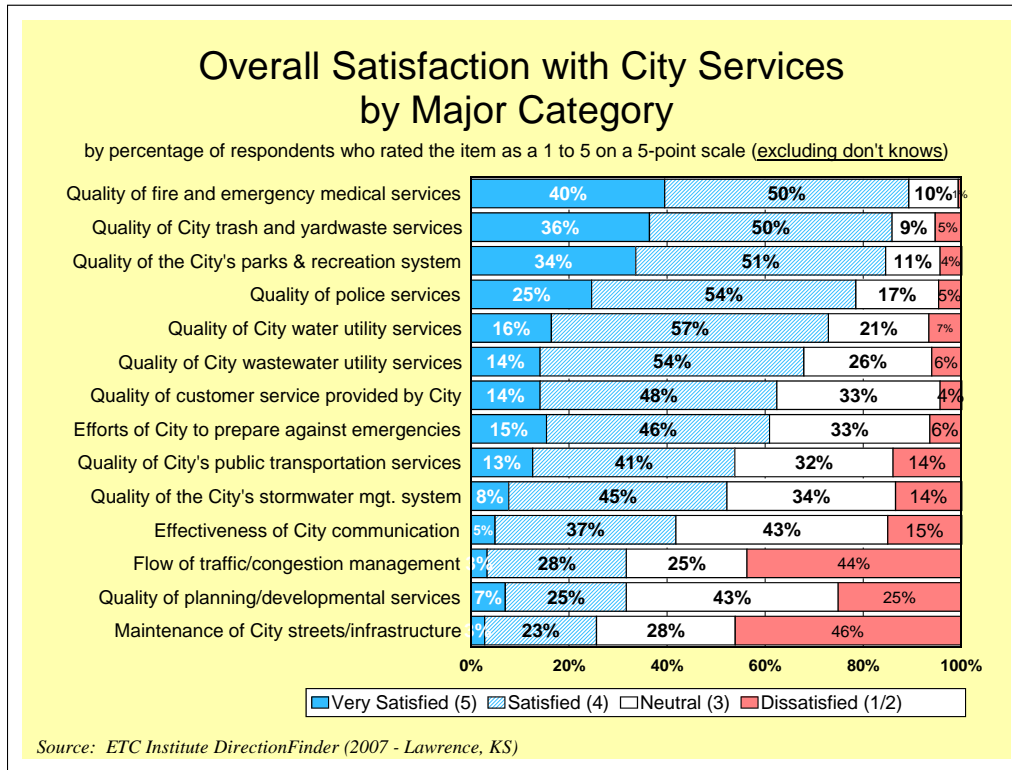
- **Quality of City Services.** Seventy-two percent (72%) of residents reported they were either very satisfied or satisfied with the overall quality of City services they receive. This is significantly higher than the national average which is only 62%.
- **Satisfaction with safety Downtown.** Ninety percent (90%) of those surveyed indicated that they were either very satisfied or satisfied with the feeling of safety they felt in Downtown Lawrence during the day, however, only 45% indicated that they felt safe in Downtown after dark.
- **Contact with City Employees.** Eighty-seven percent (87%) of the residents that had called or visited the City with a question, problem or complaint indicated that the City employees they came in contact with were courteous and polite; 87% also indicated that the City employees were professional.
- **Usage of City Services.** The percentage of residents who indicated they had used various services provided by the City of Lawrence is listed below:
 - 75% Visited the City Library
 - 71% Visited City recreation facilities
 - 34% Received assistance from Police Department
 - 31% Enrolled in City recreation programs
 - 17% Used public transportation services
 - 17% Assisted by fire or emergency medical personnel

Section 1:
Charts and Graphs

City of Lawrence
2007 DirectionFinder
Survey Results

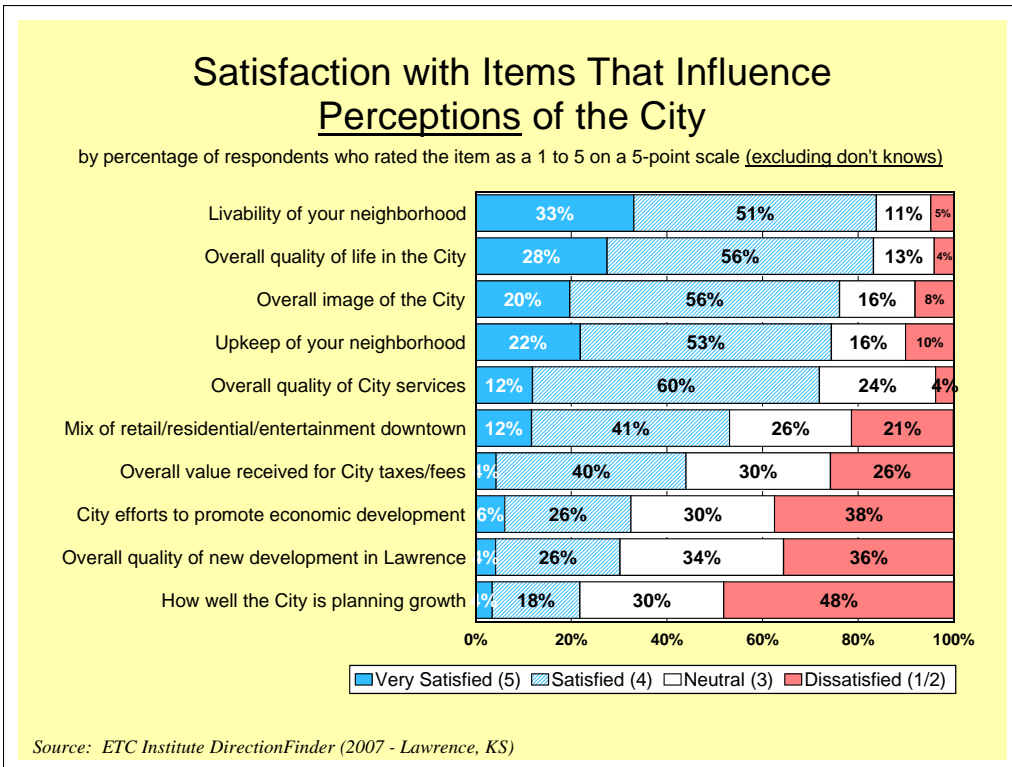
Overall Ratings

Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)



Perceptions of the Community

Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

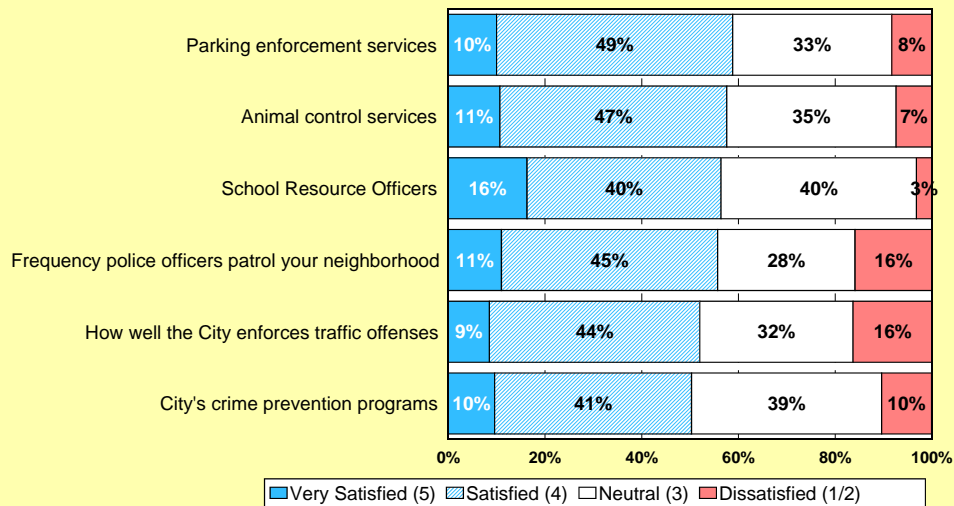


Police Services

Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Satisfaction with Police Services

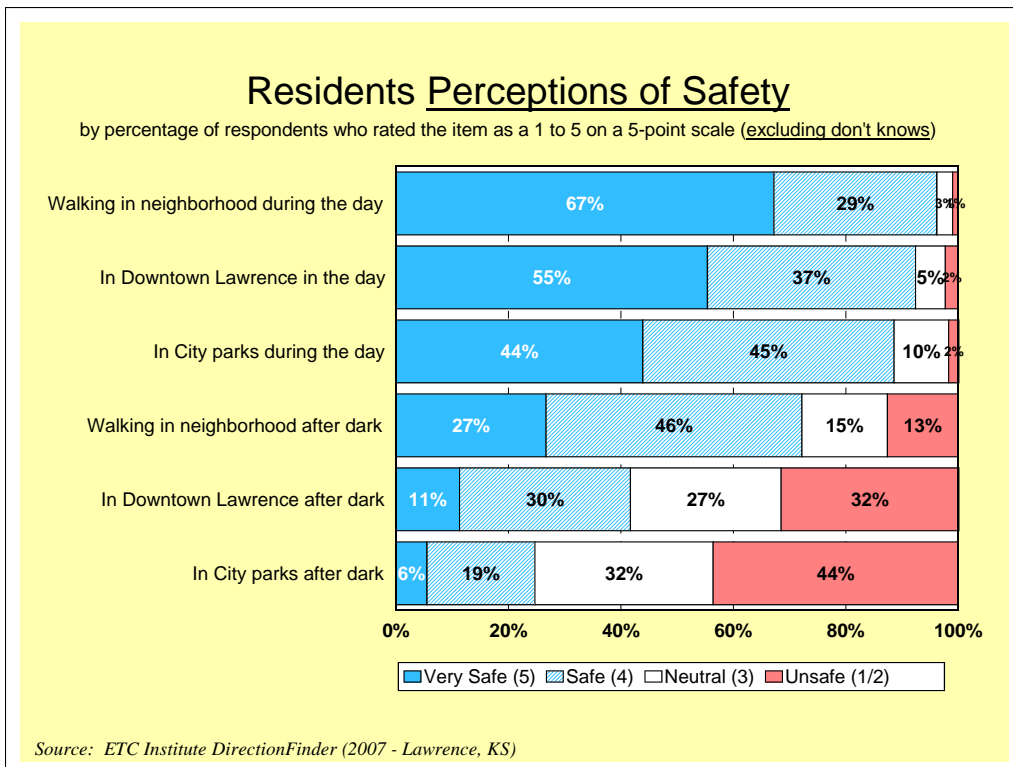
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Public Safety

Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

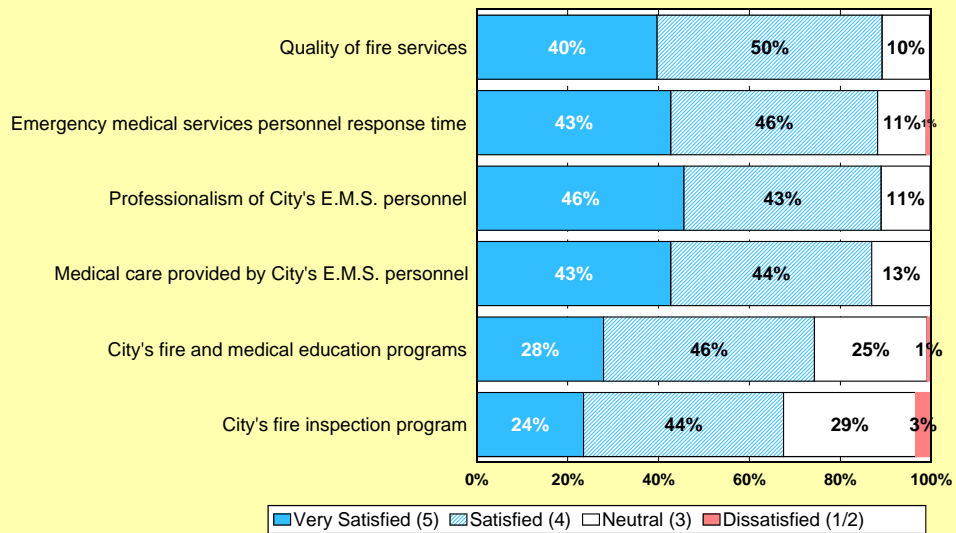


Fire and Emergency Medical Services

Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Satisfaction with Fire and Emergency Medical Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



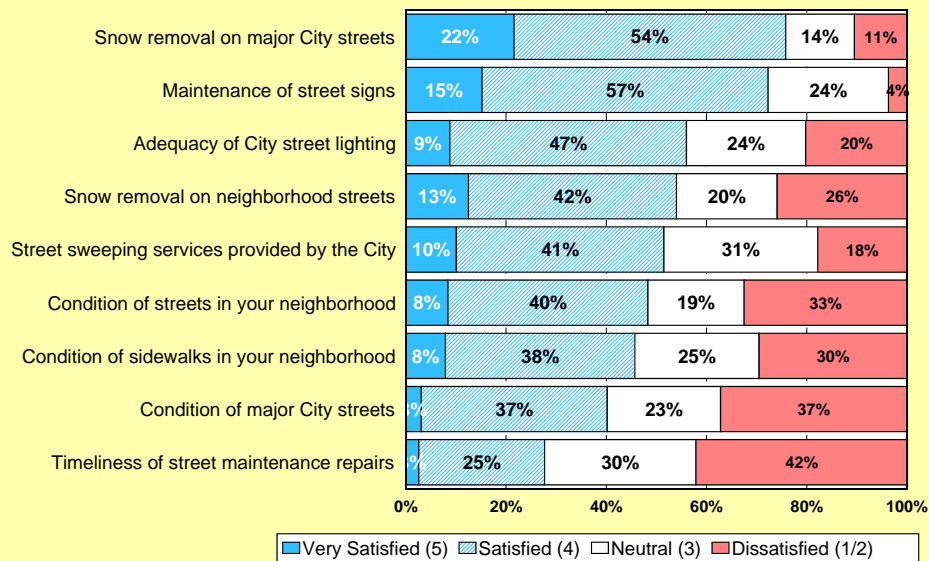
Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Maintenance and Public Works

Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Satisfaction with Various Aspects of Maintenance and Public Works

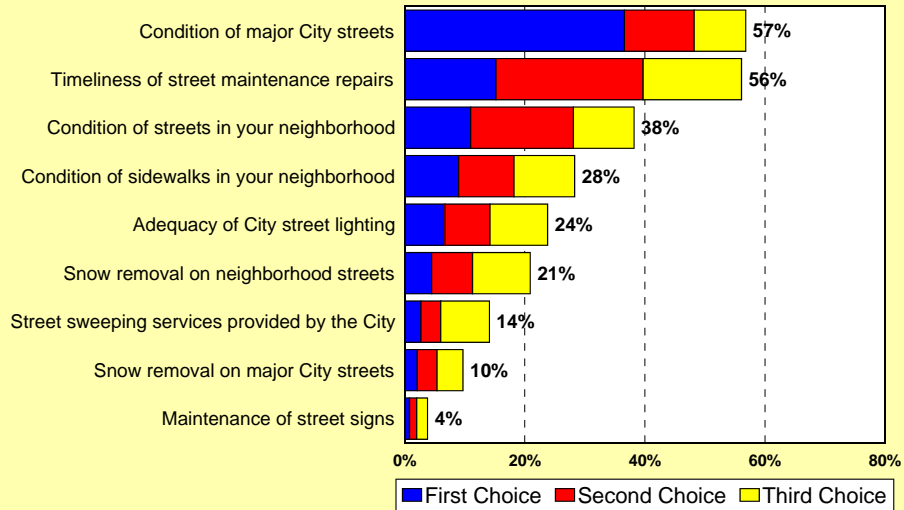
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Maintenance and Public Works Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

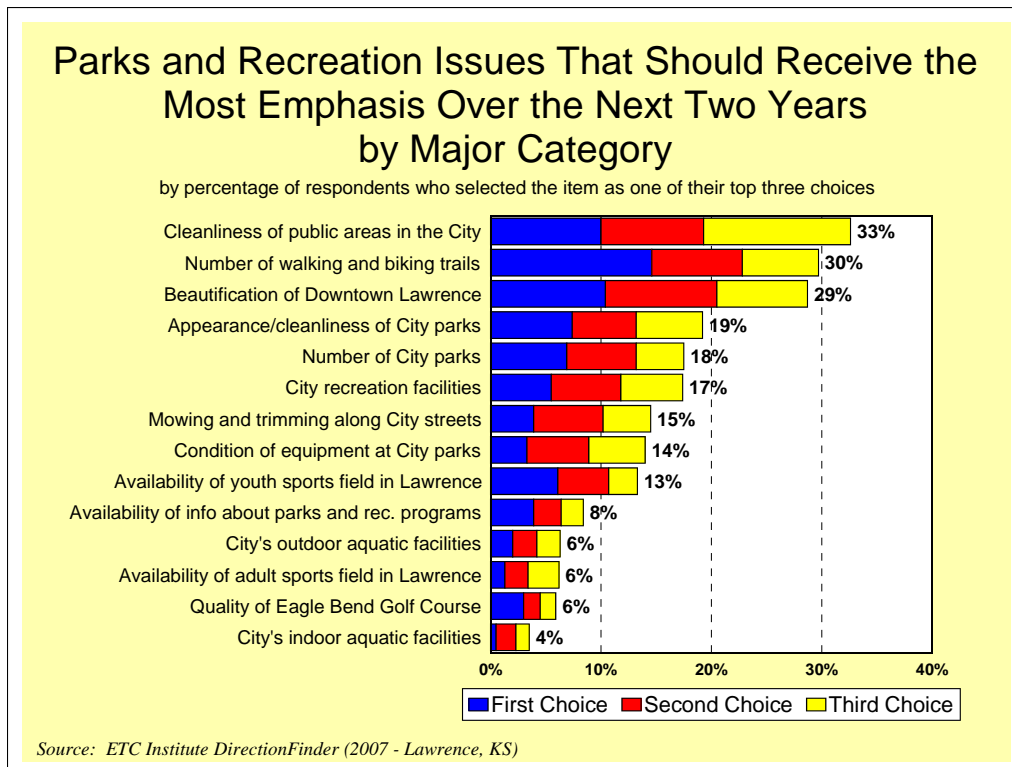
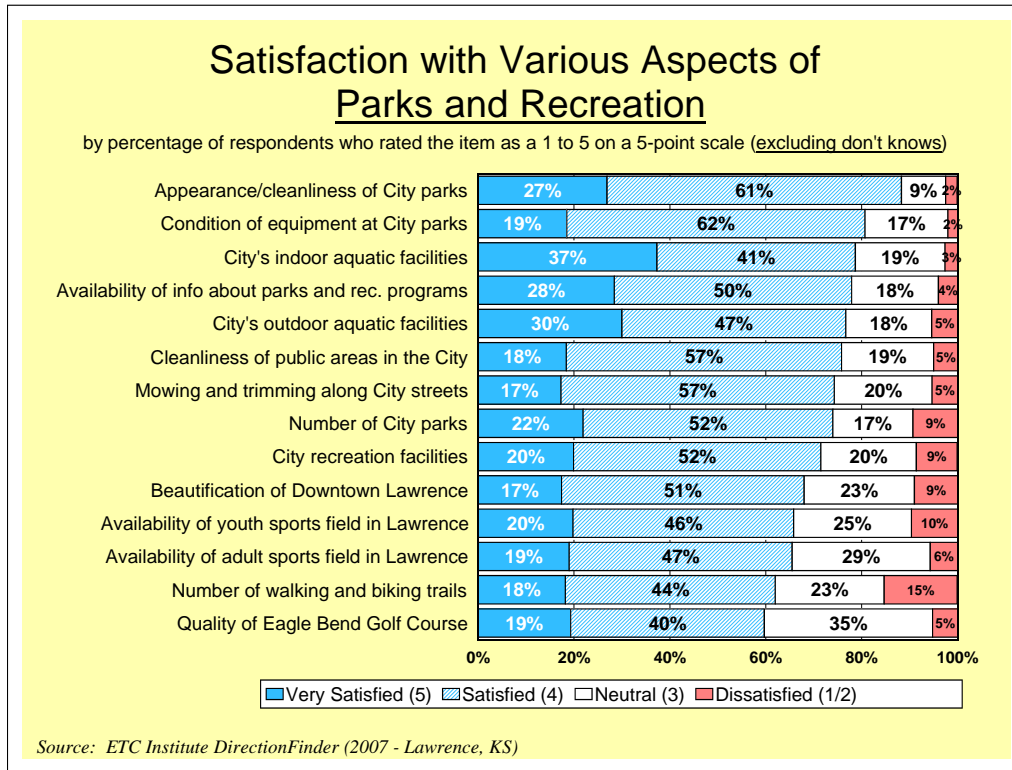
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Parks and Recreation

Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

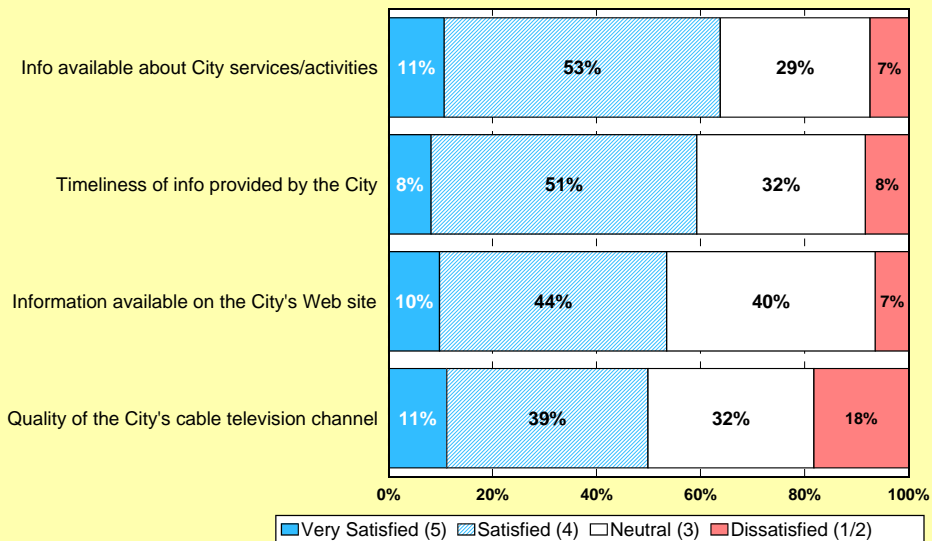


Public Information

Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Satisfaction with Various Aspects of Public Information

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



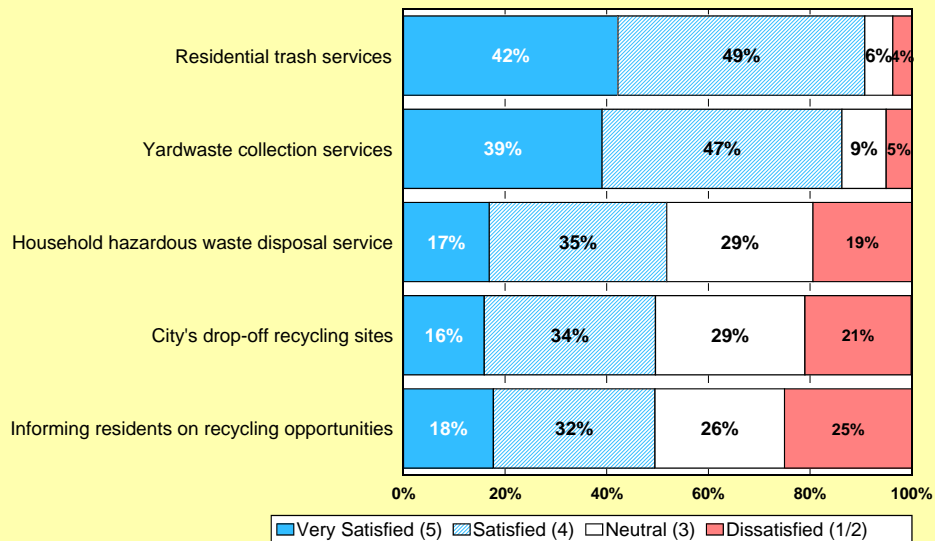
Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Solid Waste Disposal Services

Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Satisfaction with Various Aspects of Solid Waste Disposal Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



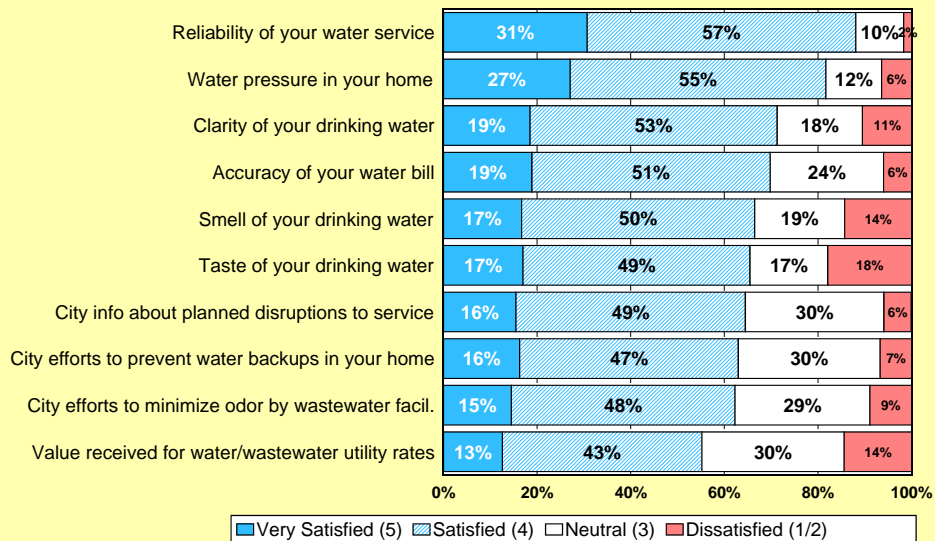
Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Water and Wastewater Utilities

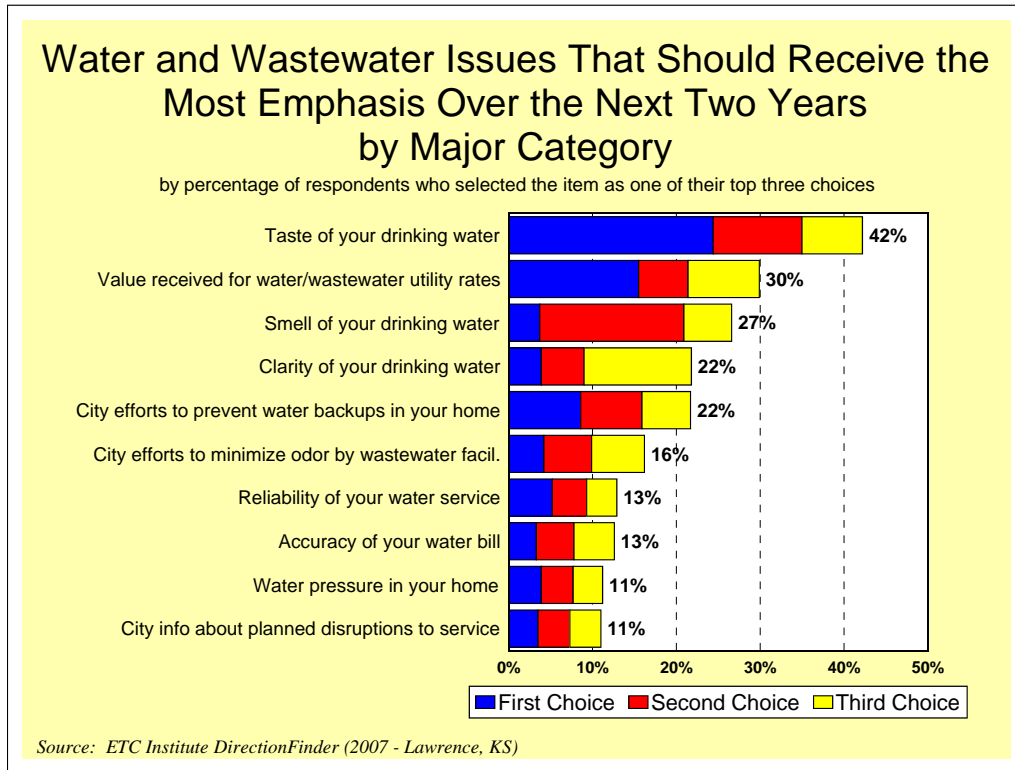
Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Satisfaction with Various Aspects of Water and Wastewater Utilities

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)

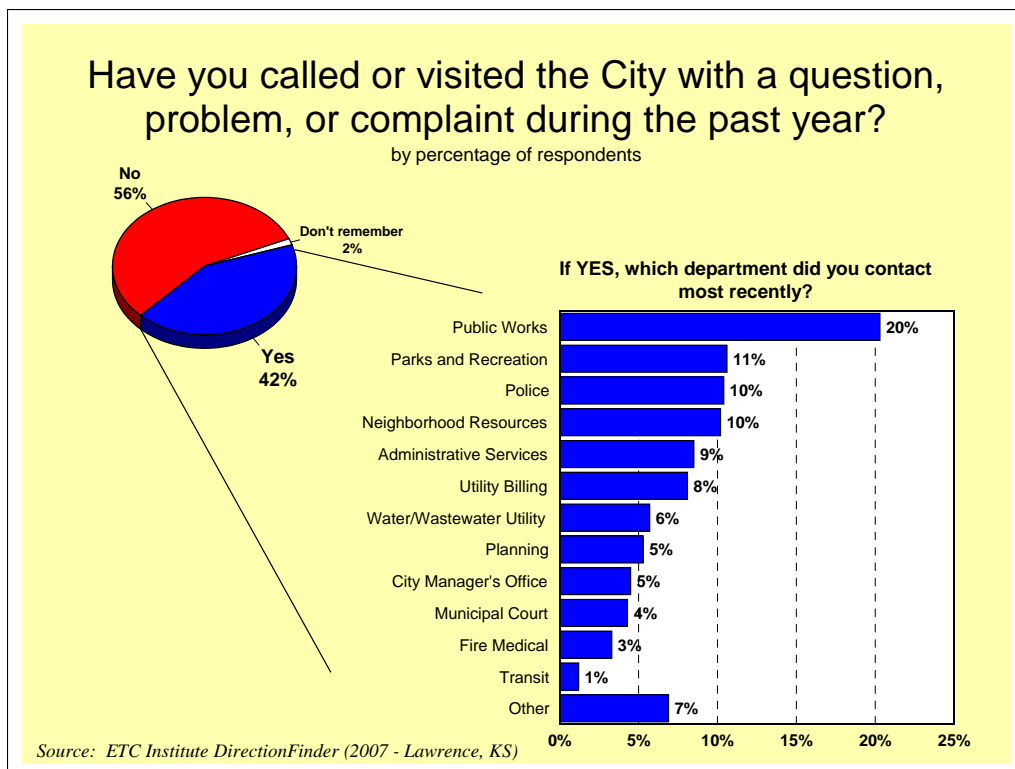
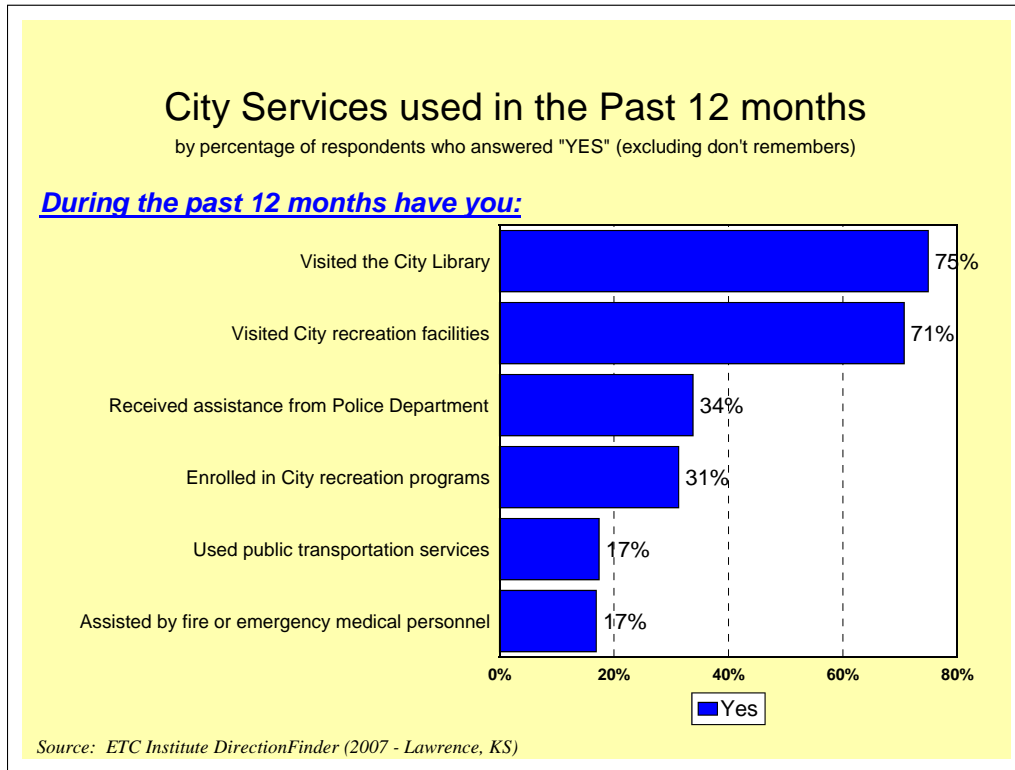


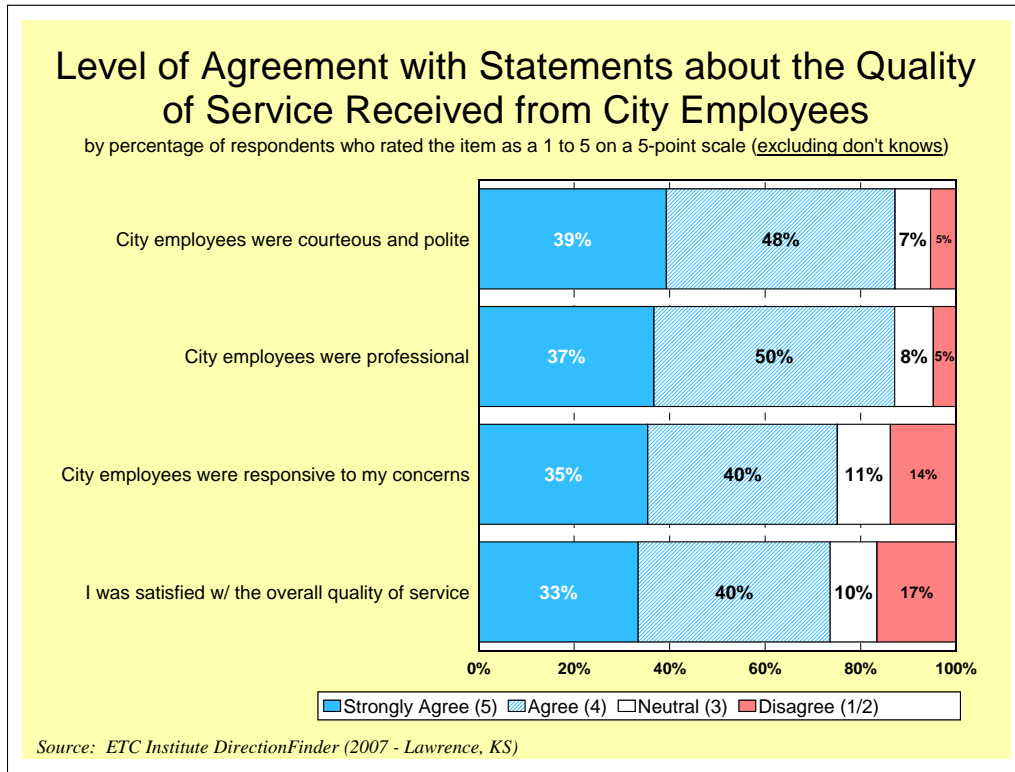
Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)



Experience with City of Lawrence Services

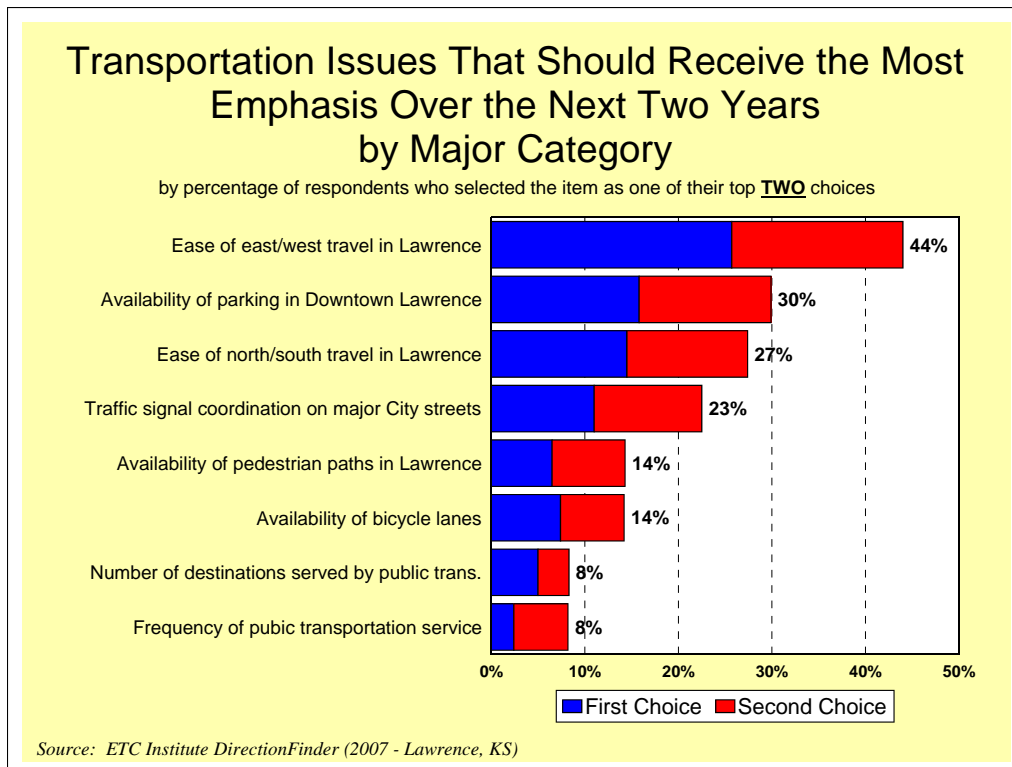
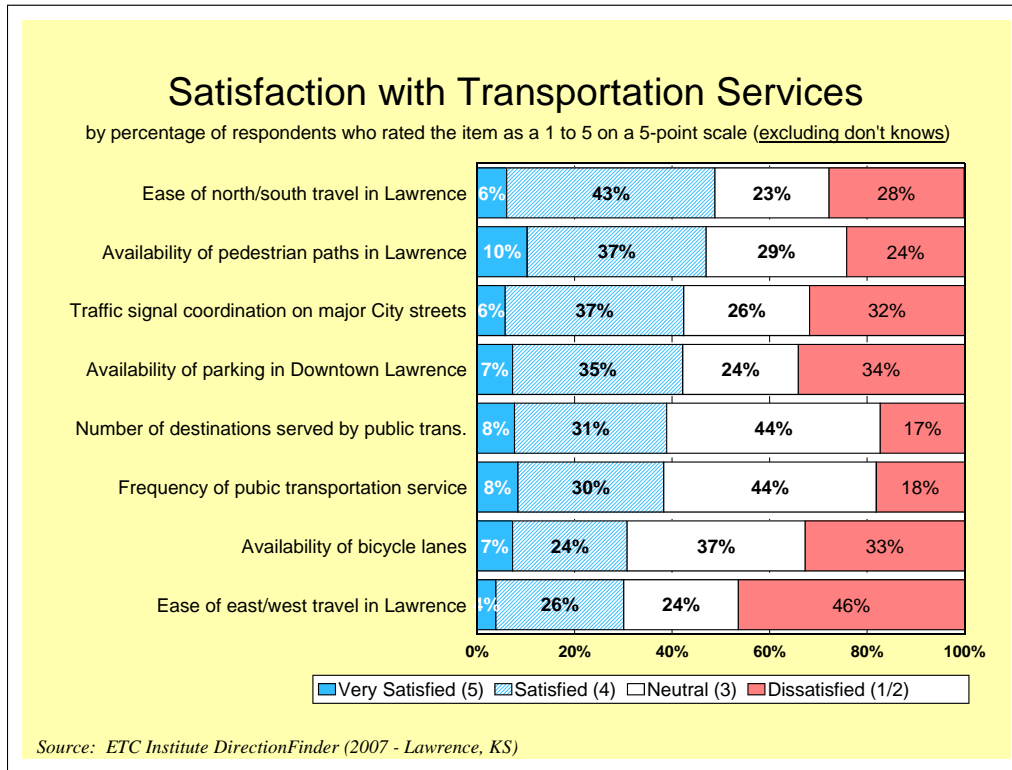
Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)





Transportation

Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

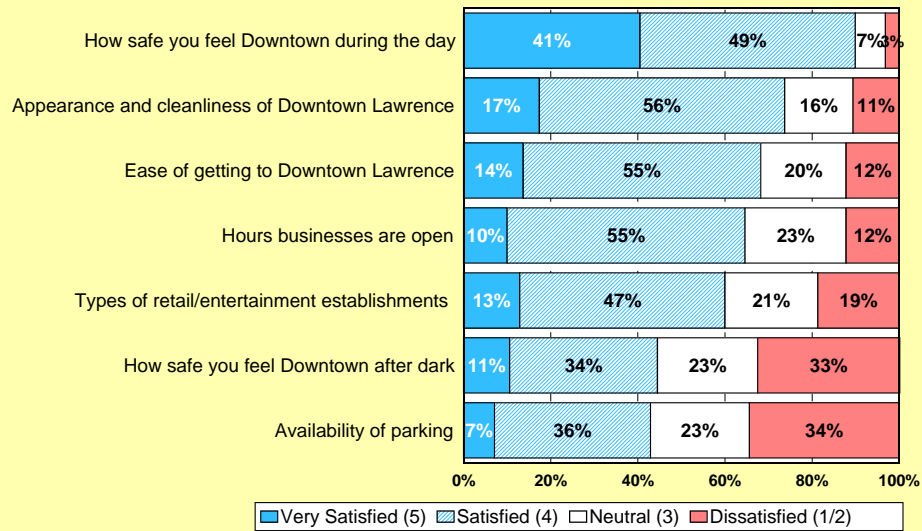


Perceptions of Downtown

Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Satisfaction with Various Aspects of Downtown Lawrence

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



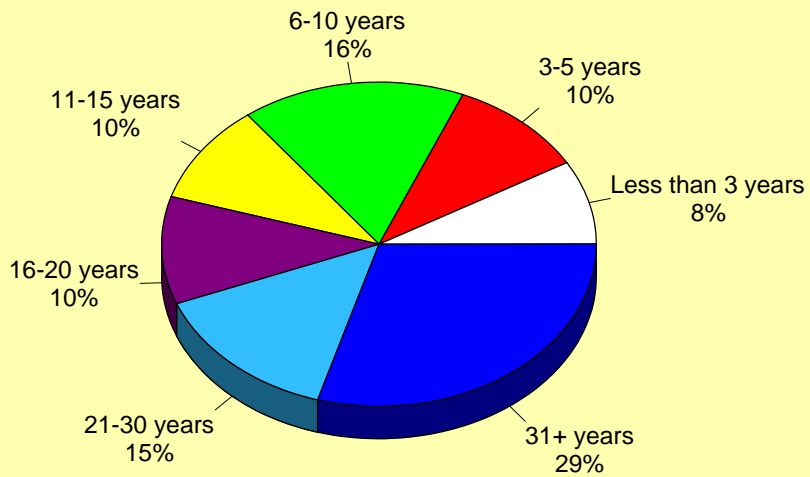
Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

Demographics

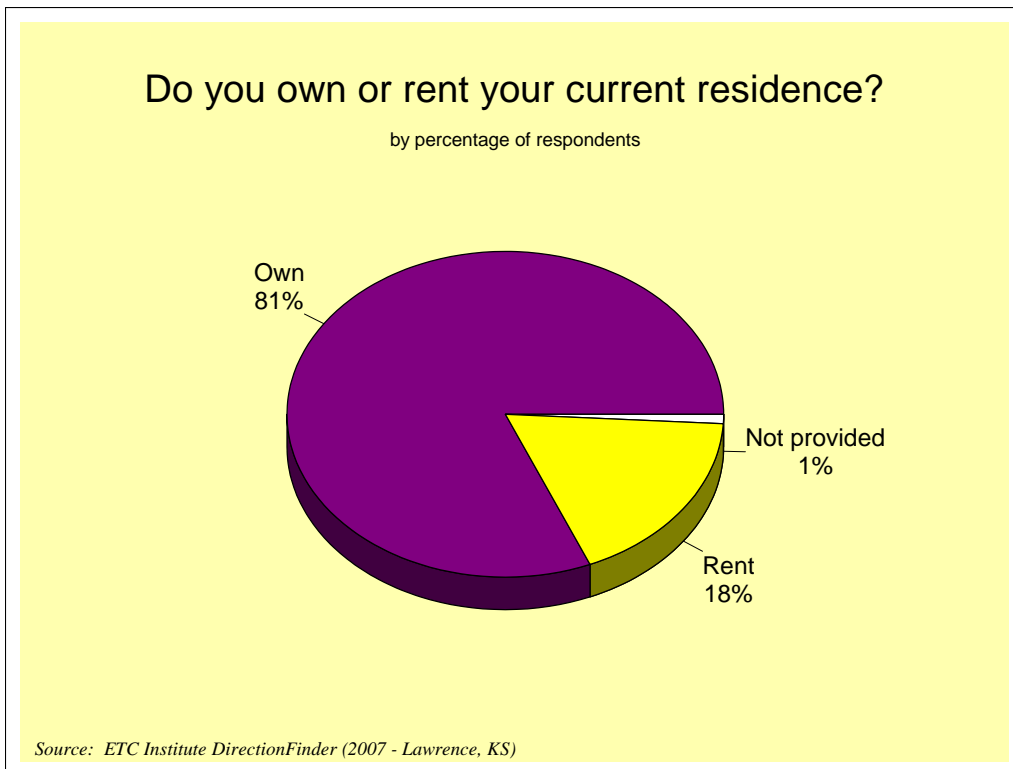
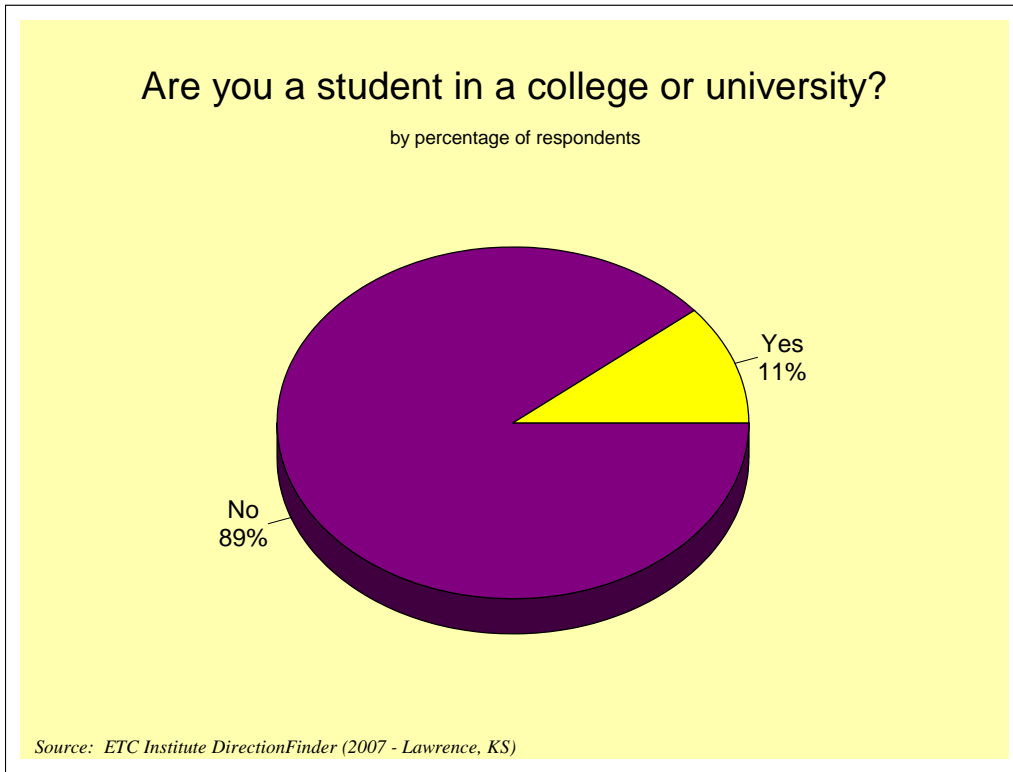
Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)

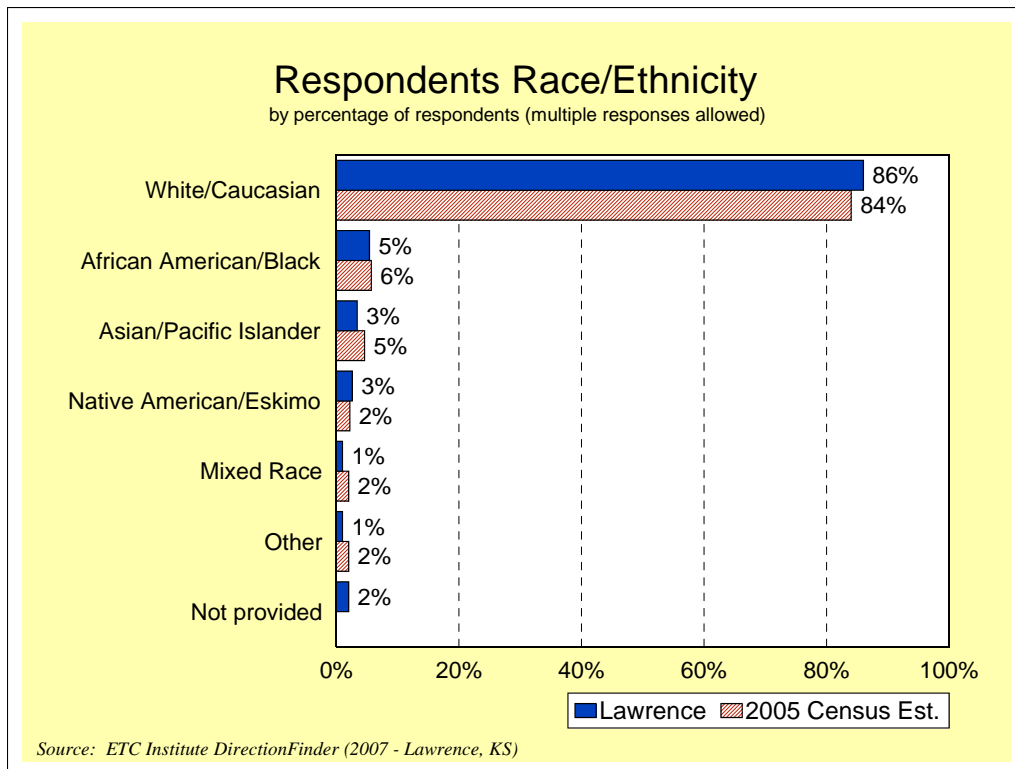
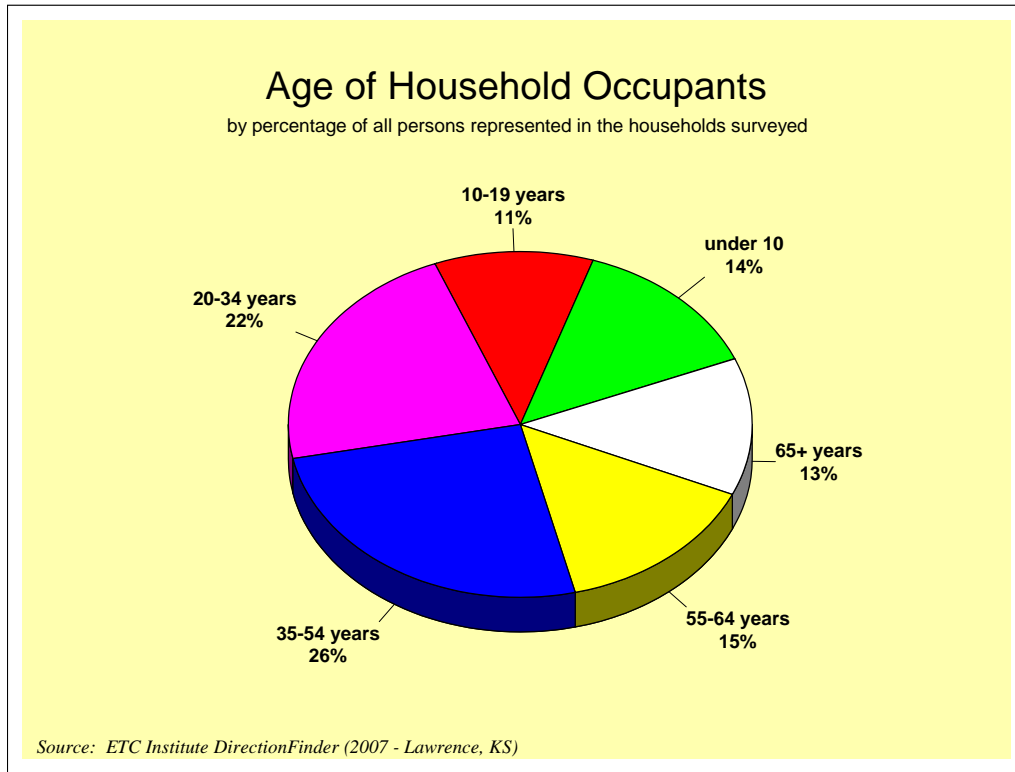
Years Lived in Lawrence

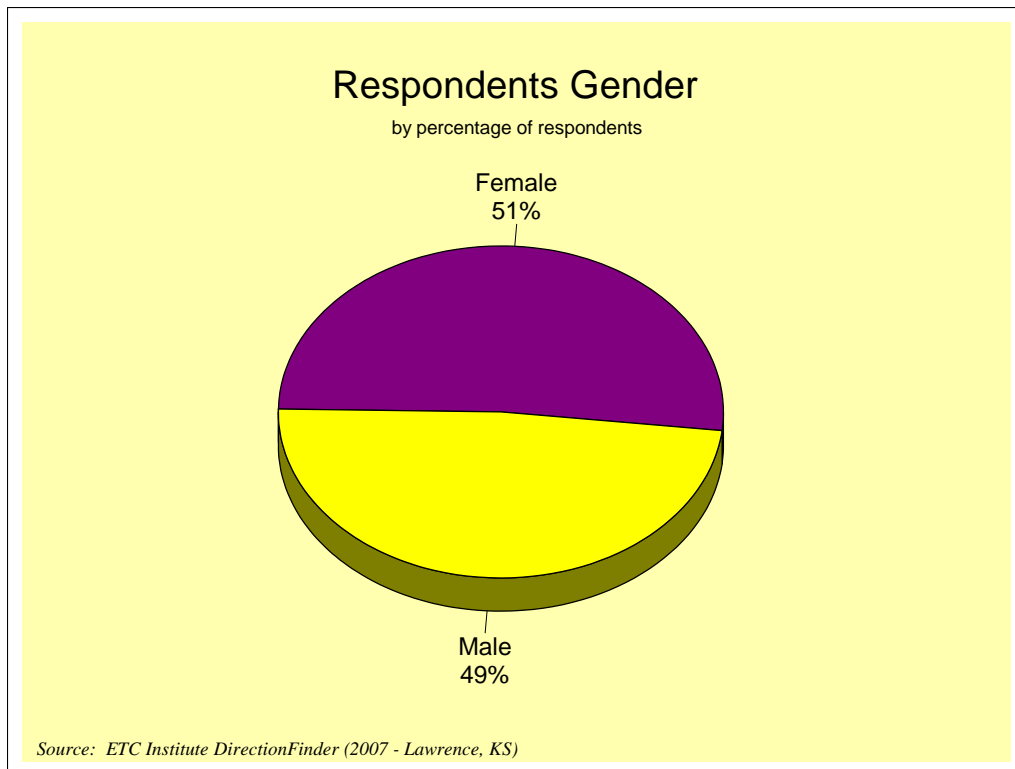
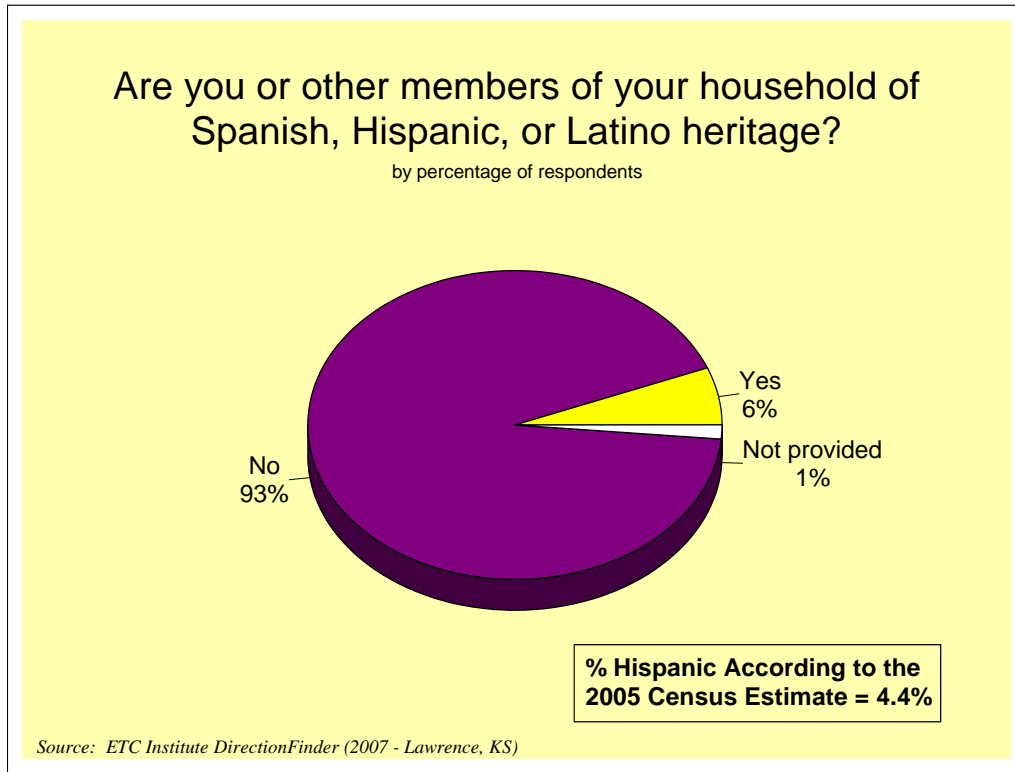
by percentage of respondents



Source: ETC Institute DirectionFinder (2007 - Lawrence, KS)







Section 2:
Benchmarking Data

DirectionFinder® Survey

Year 2007 Benchmarking Summary Report

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 135 cities in 24 states. Most participating cities conduct the survey on an annual or biennial basis.

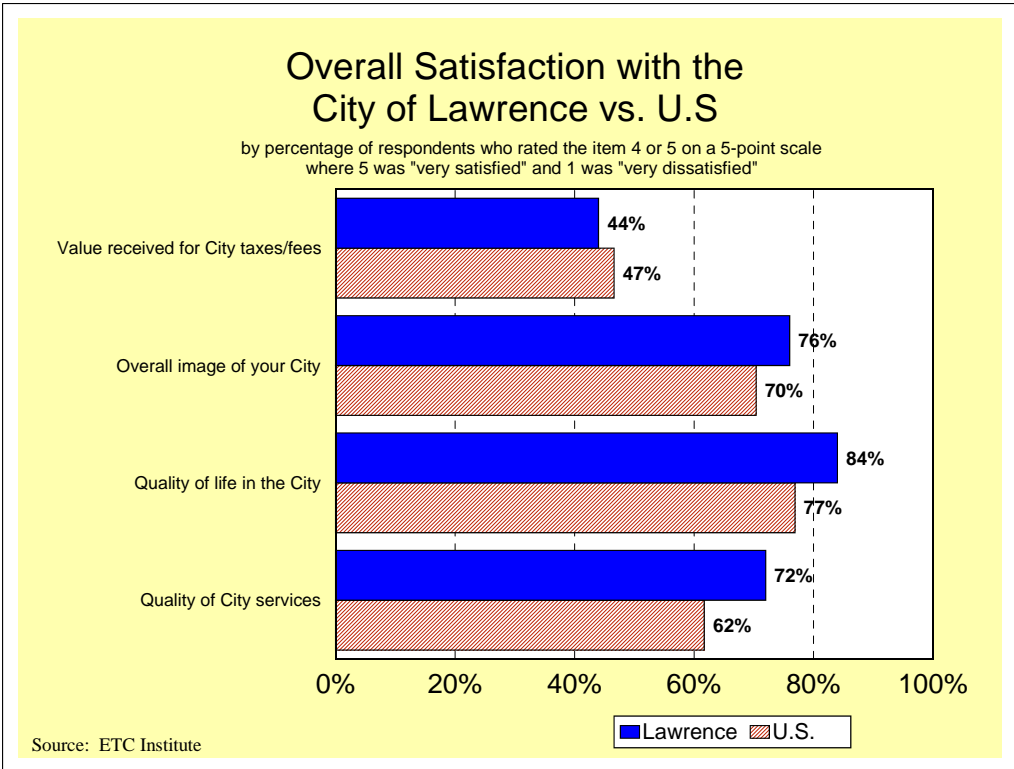
This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during October 2005 to a random sample of 2,000 residents in the continental United States and (2) survey results from 20 cities in Kansas and Missouri where the *DirectionFinder*® survey was administered between January 2005 and December 2006. The national survey results were used as the basis for the mean performance ratings that are shown in this report. The results from individual cities were used as the basis for developing the range of performance that is shown in this report for specific types of services.

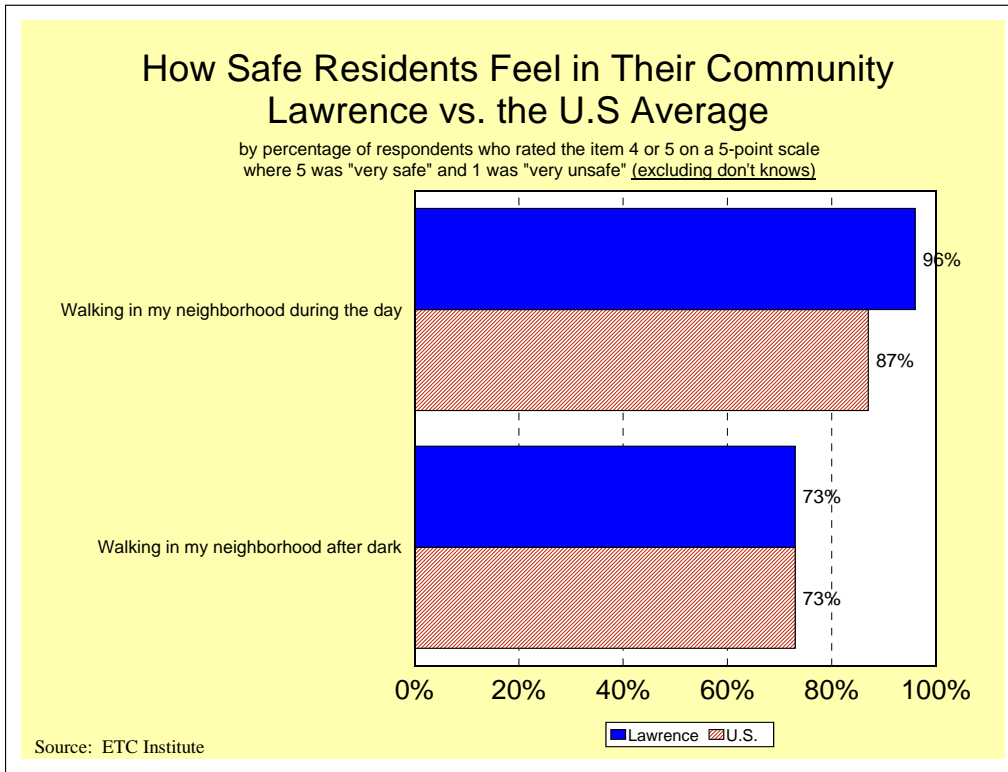
The 25 cities included in the performance comparisons that are shown in this report are listed below:

- Ballwin, Missouri
- Blue Springs, Missouri
- Bonner Springs, Kansas
- Columbia, Missouri
- Excelsior Springs, Missouri
- Gardner, Kansas
- Grandview, Missouri
- Independence, Missouri
- Johnson County, Kansas
- Kansas City, Missouri
- Lawrence, Kansas
- Leawood, Kansas
- Lee's Summit, Missouri
- Lenexa, Kansas
- Liberty, Missouri
- Merriam, Kansas
- O'Fallon, Missouri
- Olathe, Kansas
- Platte City, Missouri
- Prairie Village, Kansas
- Raytown, Missouri
- Rolla, Missouri
- Shawnee, Kansas
- Spring Hill, Kansas
- Unified Government of Kansas City, Kansas and Wyandotte County

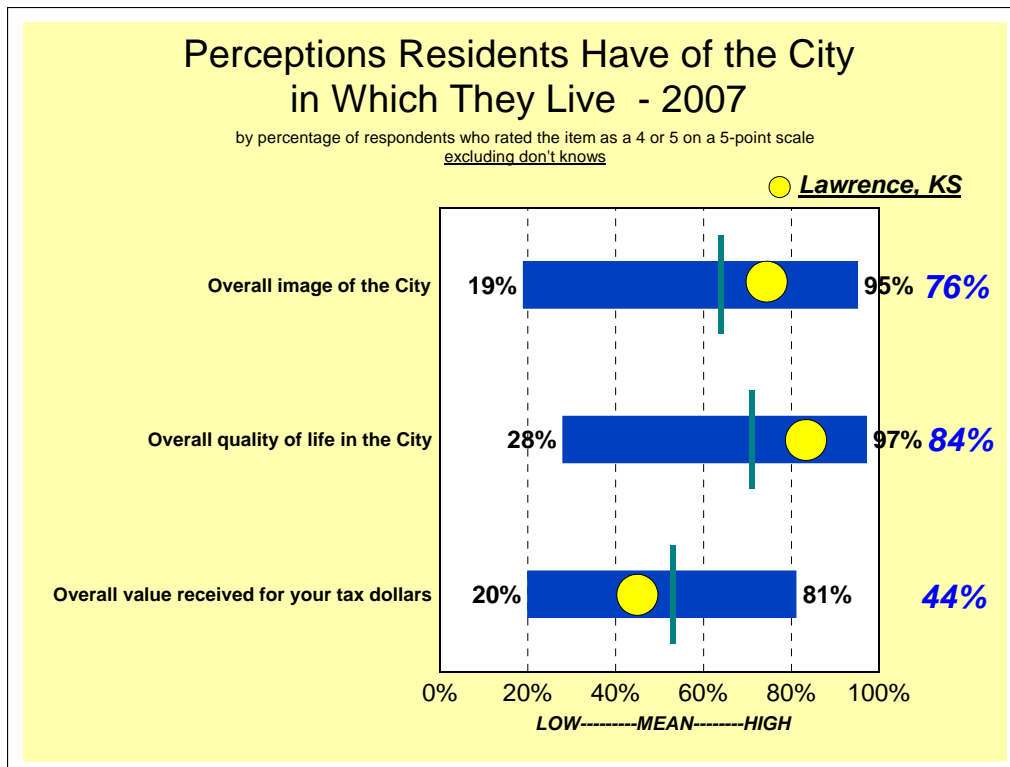
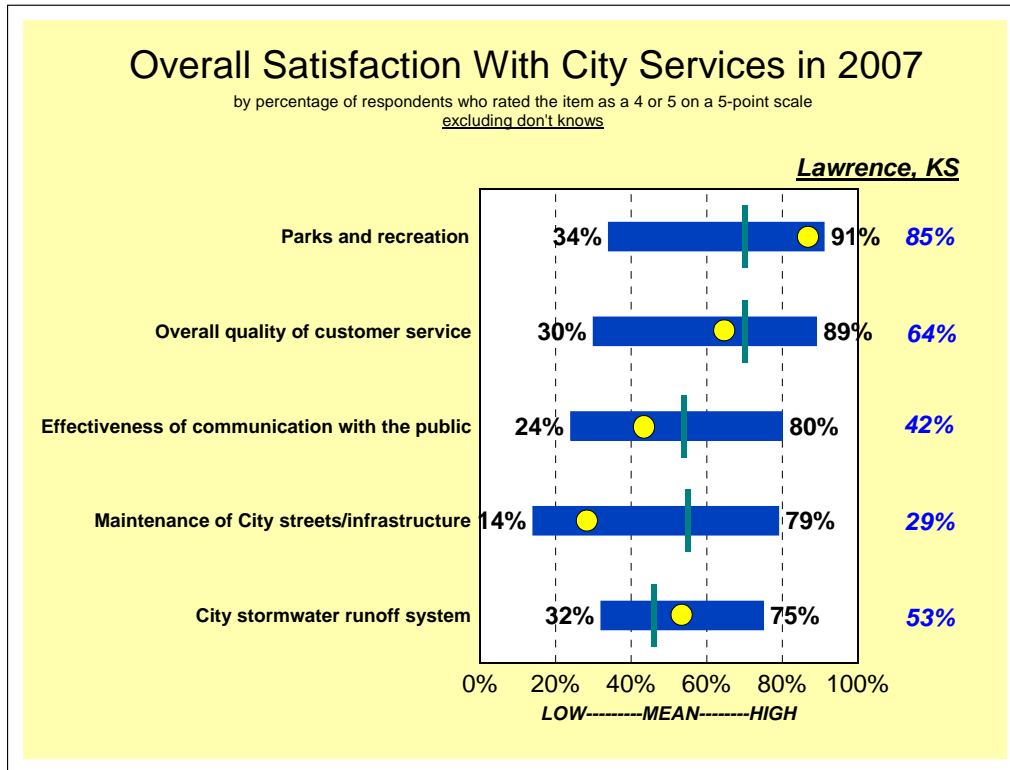
The charts on the following pages show the range of satisfaction among residents in the communities listed above. The charts show the highest, lowest, and average (mean) levels of satisfaction for a wide range of city services. The mean rating is shown as a vertical line and indicates the mean ratings from ETC Institute's survey of residents who live in Kansas and Missouri. The actual ratings for Lawrence are listed to the right of each chart. The dot on each bar shows how the results for Lawrence compare to the other communities where the *DirectionFinder*® survey has been administered.

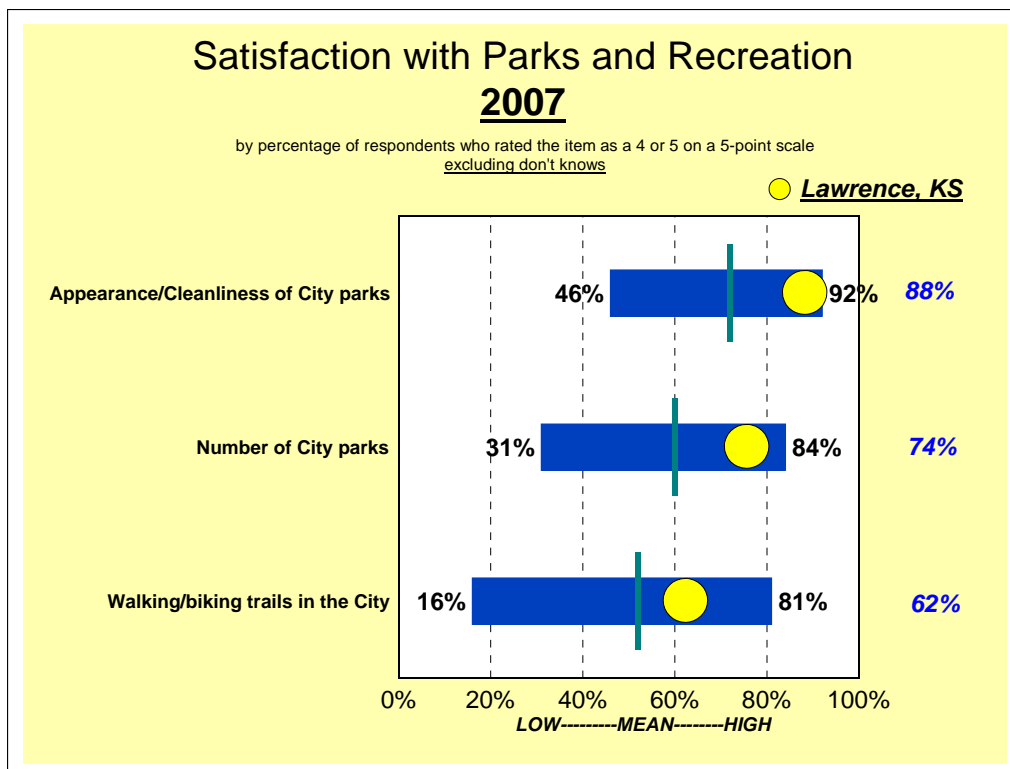
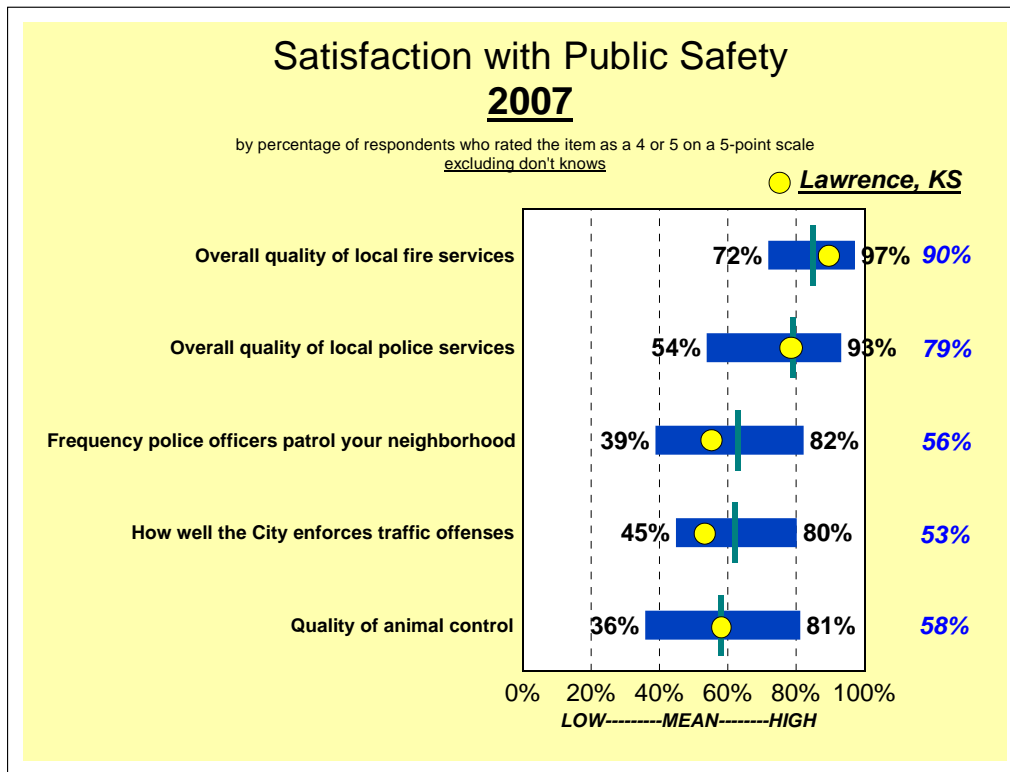
National Benchmarks (All Communities)

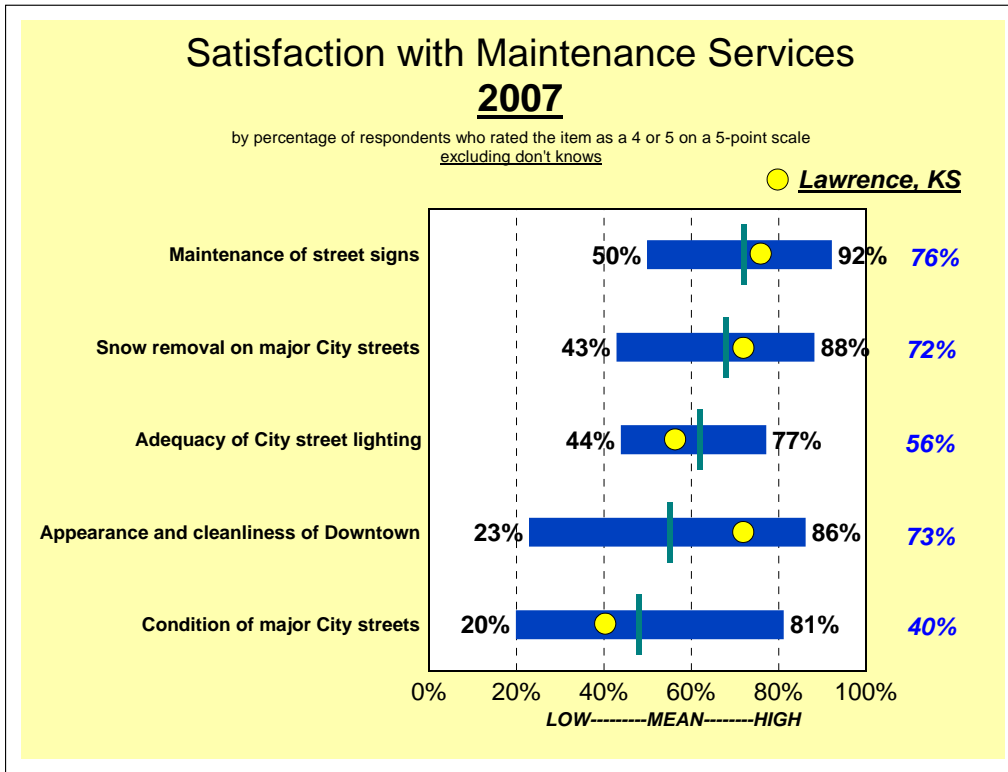




Kansas/Missouri Regional Benchmarks







Section 3:
GIS Maps

MAPS TO BE ADDED

Interpreting the Maps

The maps on the following pages show the mean ratings for several questions by Census Block Group.

If all Census Block Groups on a map are the same color, then most residents in the community generally feel the same about that issue.

When reading the charts, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with city services.
- **OFF-WHITE/BEIGE** shades indicate a NEUTRAL rating. Shades of neutral generally indicate that residents think the quality of city services is acceptable.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with city services.

Section 4:
***Importance-Satisfaction
Analysis***

Importance-Satisfaction Analysis

Lawrence, Kansas

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their residents. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to residents; and (2) to target resources toward those services where residents are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall satisfaction among residents by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, and third most important services for the City to emphasize over the next two years. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding 'don't knows'). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. [IS=Importance x (1-Satisfaction)].

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Fourteen percent (14%) ranked *the effectiveness of city communication* as the most important service to emphasize over the next two years.

With regard to satisfaction, *the effectiveness of city communication* was ranked eleventh overall with 42% rating *the effectiveness of city communication* as a "4" or a "5" on a 5-point scale excluding "Don't know" responses. The I-S rating for *the effectiveness of city communication* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 14% was multiplied by 58% (1-0.42). This

calculation yielded an I-S rating of 0.0812, which was fourth out of fourteen major service categories.

The maximum rating is 1.00 and would be achieved when 100% of the respondents select an activity as one of their top choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Lawrence are provided on the following pages.

Importance-Satisfaction Rating

City of Lawrence

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Maintenance of City streets/infrastructure	62%	1	29%	14	0.4402	1
Flow of traffic/congestion management	54%	2	36%	12	0.3456	2
<u>High Priority (IS .10-.20)</u>						
Quality of planning/developmental services	26%	3	32%	13	0.1768	3
<u>Medium Priority (IS <.10)</u>						
Effectiveness of City communication	14%	5	42%	11	0.0812	4
Efforts of City to prepare against emergencies	17%	4	61%	8	0.0663	5
Quality of City's public transportation services	12%	7	54%	9	0.0552	6
Quality of the City's stormwater mgt. system	10%	9	53%	10	0.0470	7
Quality of police services	12%	6	79%	4	0.0252	8
Quality of City water utility services	7%	10	73%	5	0.0189	9
Quality of the City's parks & recreation system	11%	8	85%	3	0.0165	10
Quality of City wastewater utility services	5%	12	68%	6	0.0160	11
Quality of customer service provided by City	4%	14	64%	7	0.0144	12
Quality of City trash and yardwaste services	6%	11	86%	2	0.0084	13
Quality of fire and emergency medical services	4%	13	90%	1	0.0040	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Lawrence

Maintenance and Public Works

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Timeliness of street maintenance repairs	56%	2	28%	9	0.4032	1
Condition of major City streets	57%	1	40%	8	0.3420	2
<u>High Priority (IS .10-.20)</u>						
Condition of streets in your neighborhood	38%	3	48%	6	0.1976	3
Condition of sidewalks in your neighborhood	28%	4	46%	7	0.1512	4
Adequacy of City street lighting	24%	5	56%	3	0.1056	5
<u>Medium Priority (IS <.10)</u>						
Snow removal on neighborhood streets	21%	6	55%	4	0.0945	6
Street sweeping services provided by City	14%	7	51%	5	0.0686	7
Snow removal on major City streets	10%	8	76%	1	0.0240	8
Maintenance of street signs	4%	9	72%	2	0.0112	9

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Lawrence

Parks and Recreation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Number of walking and biking trails	30%	2	62%	13	0.1140	1
<i>Medium Priority (IS <.10)</i>						
Beautification of Downtown Lawrence	29%	3	68%	10	0.0928	2
Cleanliness of public areas in the City	33%	1	75%	6	0.0825	3
City recreation facilities	17%	6	72%	9	0.0476	4
Number of City parks	18%	5	74%	8	0.0468	5
Availability of youth sports field in Lawrence	13%	9	66%	11	0.0442	6
Mowing and trimming along City streets	15%	7	74%	7	0.0390	7
Condition of equipment at City parks	14%	8	81%	2	0.0266	8
Quality of Eagle Bend Golf Course	6%	13	59%	14	0.0246	9
Appearance/cleanliness of City parks	19%	4	88%	1	0.0228	10
Availability of adult sports field in Lawrence	6%	12	66%	12	0.0204	11
Availability of info about parks and rec. programs	8%	10	78%	4	0.0176	12
City's outdoor aquatic facilities	6%	11	77%	5	0.0138	13
City's indoor aquatic facilities	4%	14	78%	3	0.0088	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Lawrence

Water and Wastewater Utilities

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<i>High Priority (IS .10-.20)</i>						
Taste of your drinking water	42%	1	66%	6	0.1428	1
Value received for water/wastewater utility rates	30%	2	56%	10	0.1320	2
<i>Medium Priority (IS <.10)</i>						
Smell of your drinking water	27%	3	67%	5	0.0891	3
City efforts to prevent water backups in your home	22%	5	63%	8	0.0814	4
Clarity of your drinking water	22%	4	72%	3	0.0616	5
City efforts to minimize odor by wastewater facil.	16%	6	63%	9	0.0592	6
Accuracy of your water bill	13%	8	70%	4	0.0390	7
City info about planned disruptions to service	11%	10	65%	7	0.0385	8
Water pressure in your home	11%	9	82%	2	0.0198	9
Reliability of your water service	13%	7	88%	1	0.0156	10

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Lawrence

Transportation

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
<u>Very High Priority (IS >.20)</u>						
Ease of east/west travel in Lawrence	44%	1	30%	8	0.3080	1
<u>High Priority (IS .10-.20)</u>						
Availability of parking in Downtown Lawrence	30%	2	42%	4	0.1740	2
Ease of north/south travel in Lawrence	27%	3	49%	1	0.1377	3
Traffic signal coordination on major City streets	23%	4	43%	3	0.1311	4
<u>Medium Priority (IS <.10)</u>						
Availability of bicycle lanes	14%	6	31%	7	0.0966	5
Availability of pedestrian paths in Lawrence	14%	5	47%	2	0.0742	6
Frequency of public transportation service	8%	8	38%	6	0.0496	7
Number of destinations served by public trans.	8%	7	39%	5	0.0488	8

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Matrix Analysis.

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

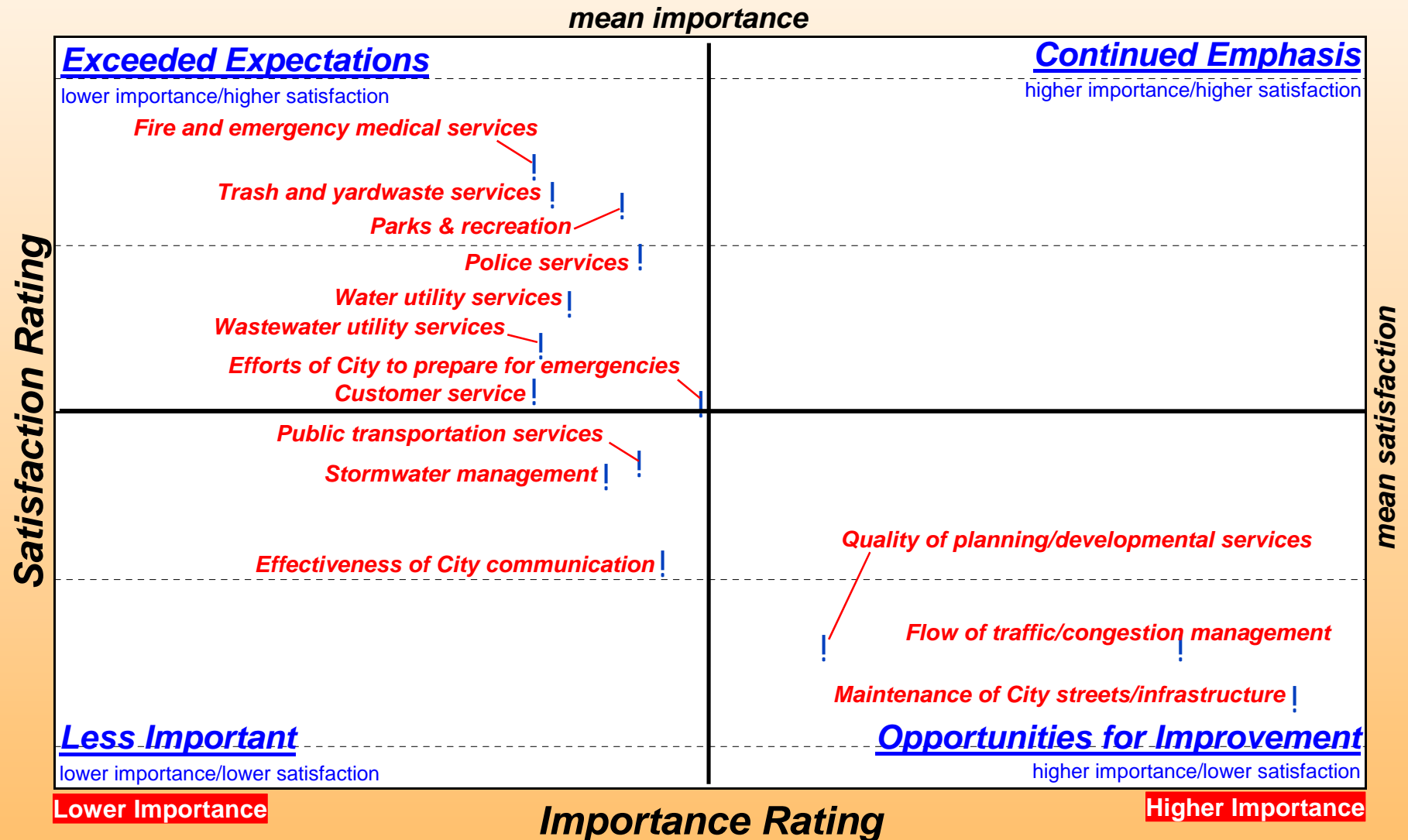
- *Continued Emphasis (above average importance and above average satisfaction).* This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- *Exceeding Expectations (below average importance and above average satisfaction).* This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- *Opportunities for Improvement (above average importance and below average satisfaction).* This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- *Less Important (below average importance and below average satisfaction).* This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for the Lawrence are provided on the following pages.

2007 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

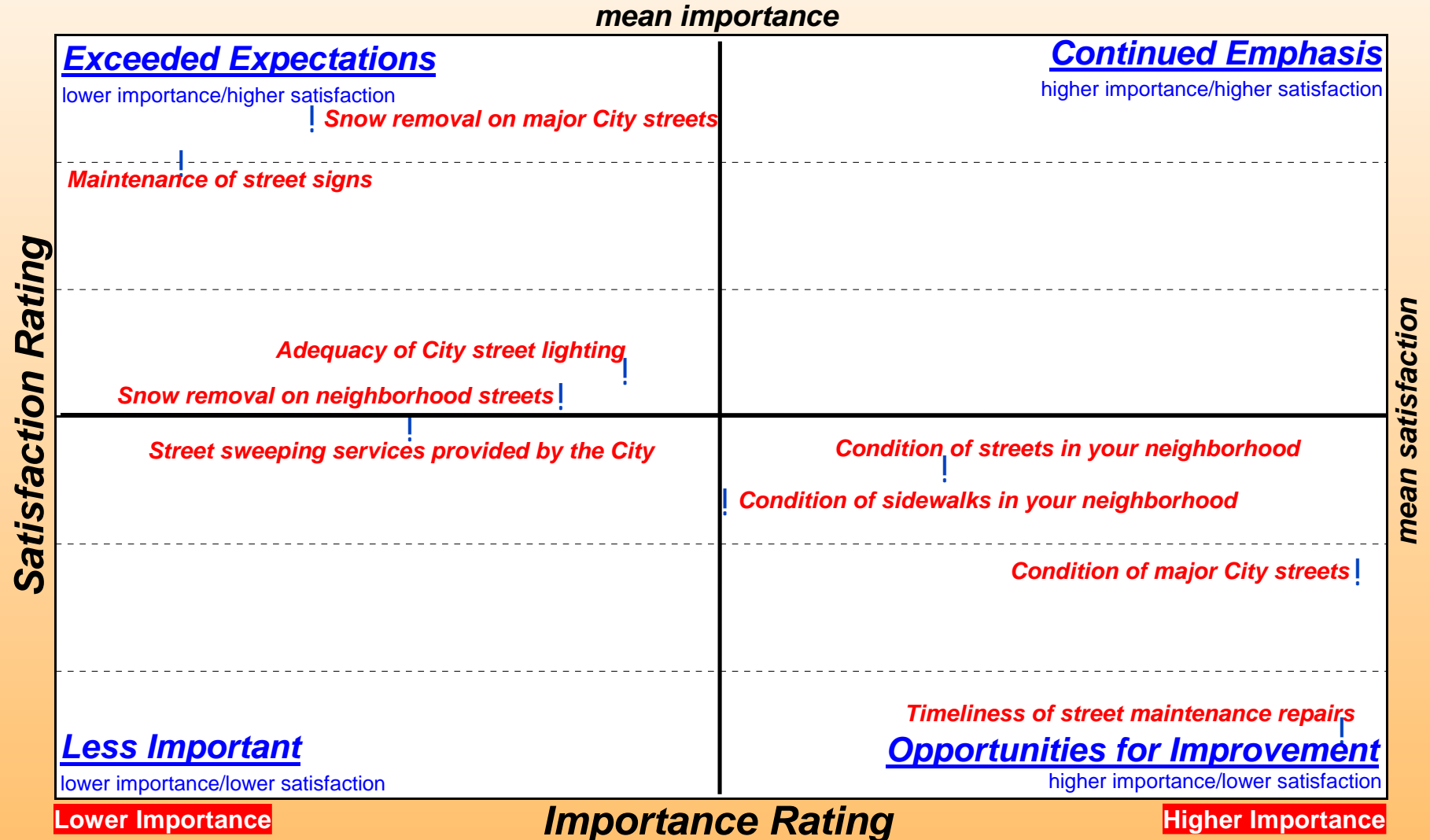


Source: ETC Institute (April 2007)

2007 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix

-Maintenance and Public Works-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

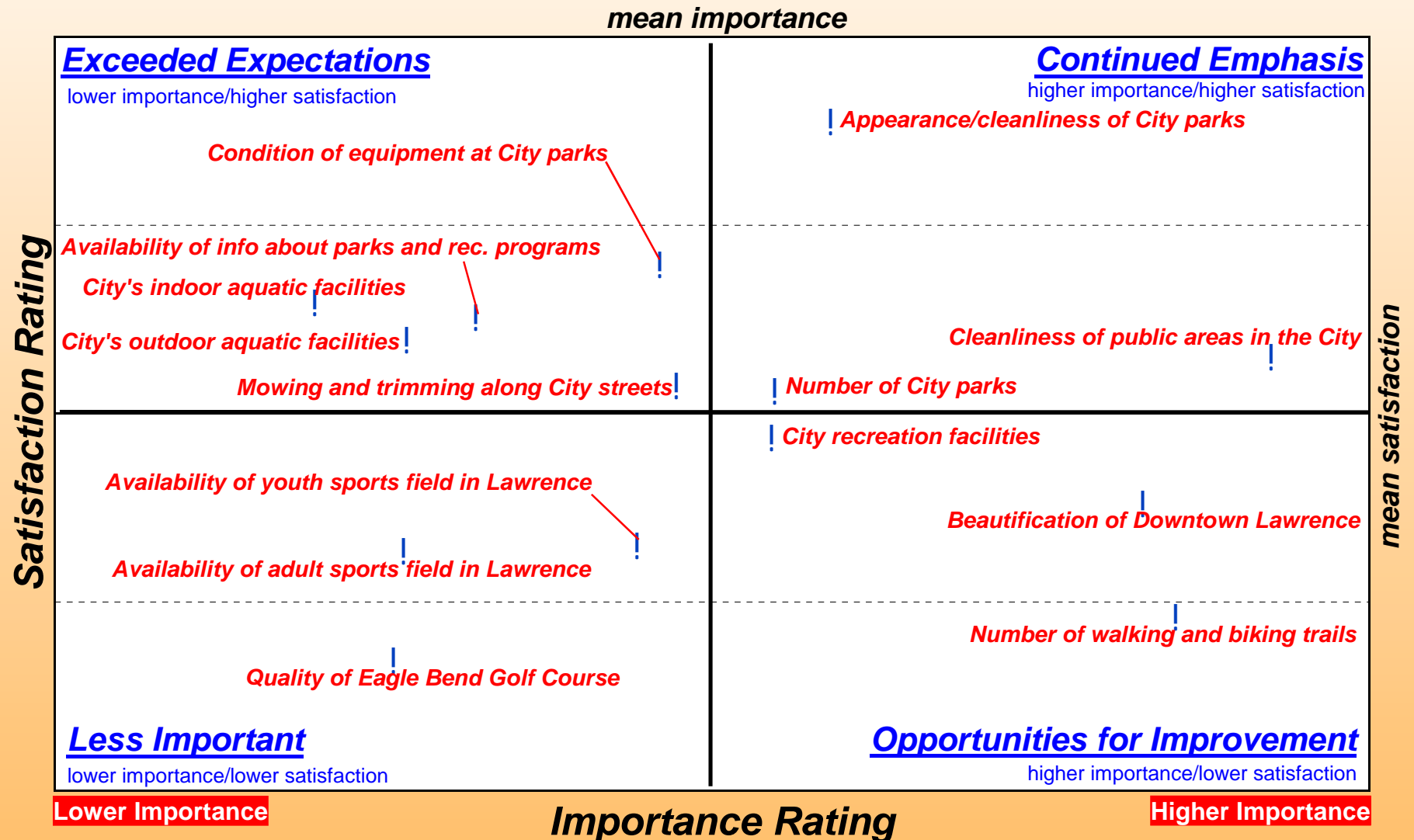


Source: ETC Institute (April 2007)

2007 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

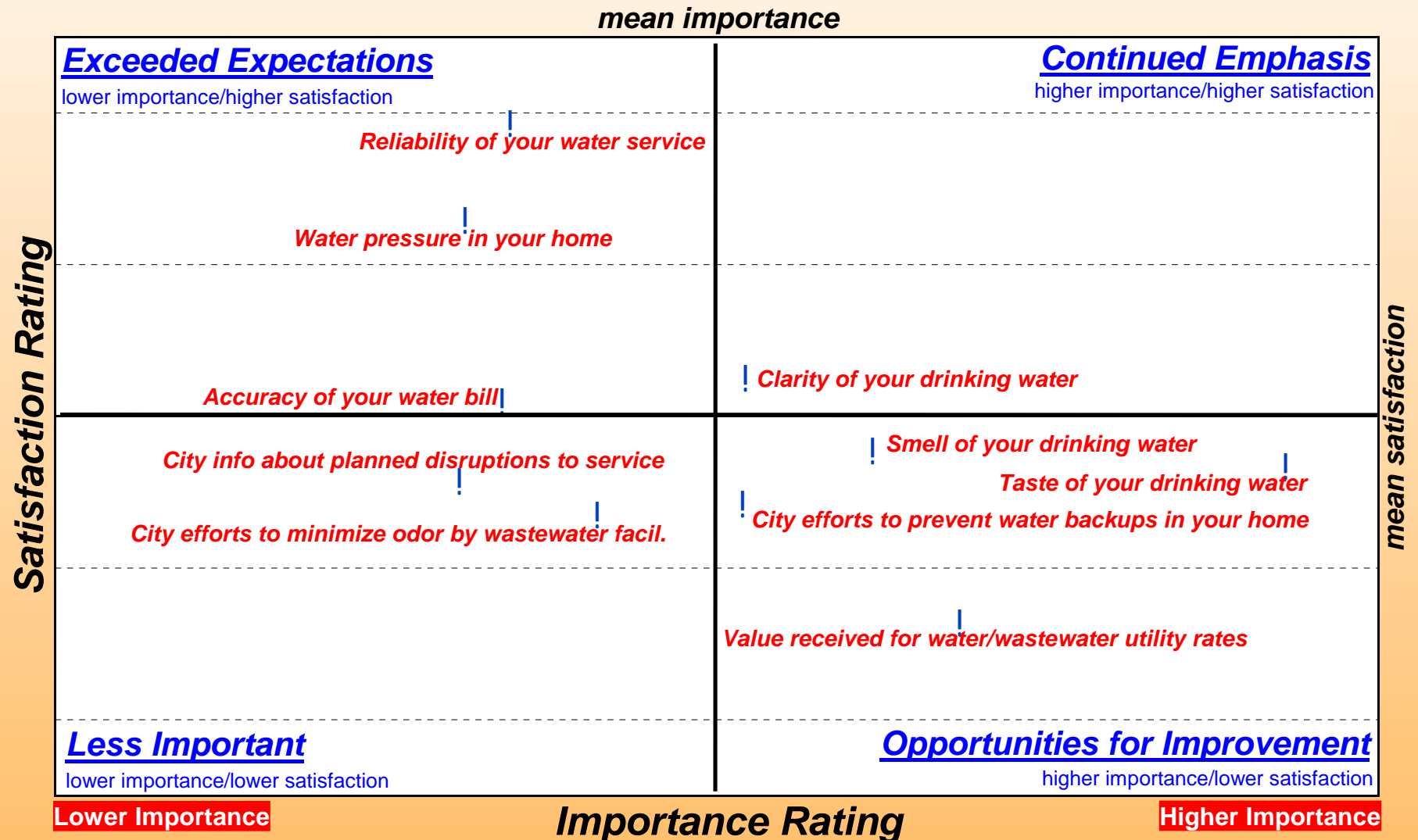


Source: ETC Institute (April 2007)

2007 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix

-Water/Wastewater Utilities-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

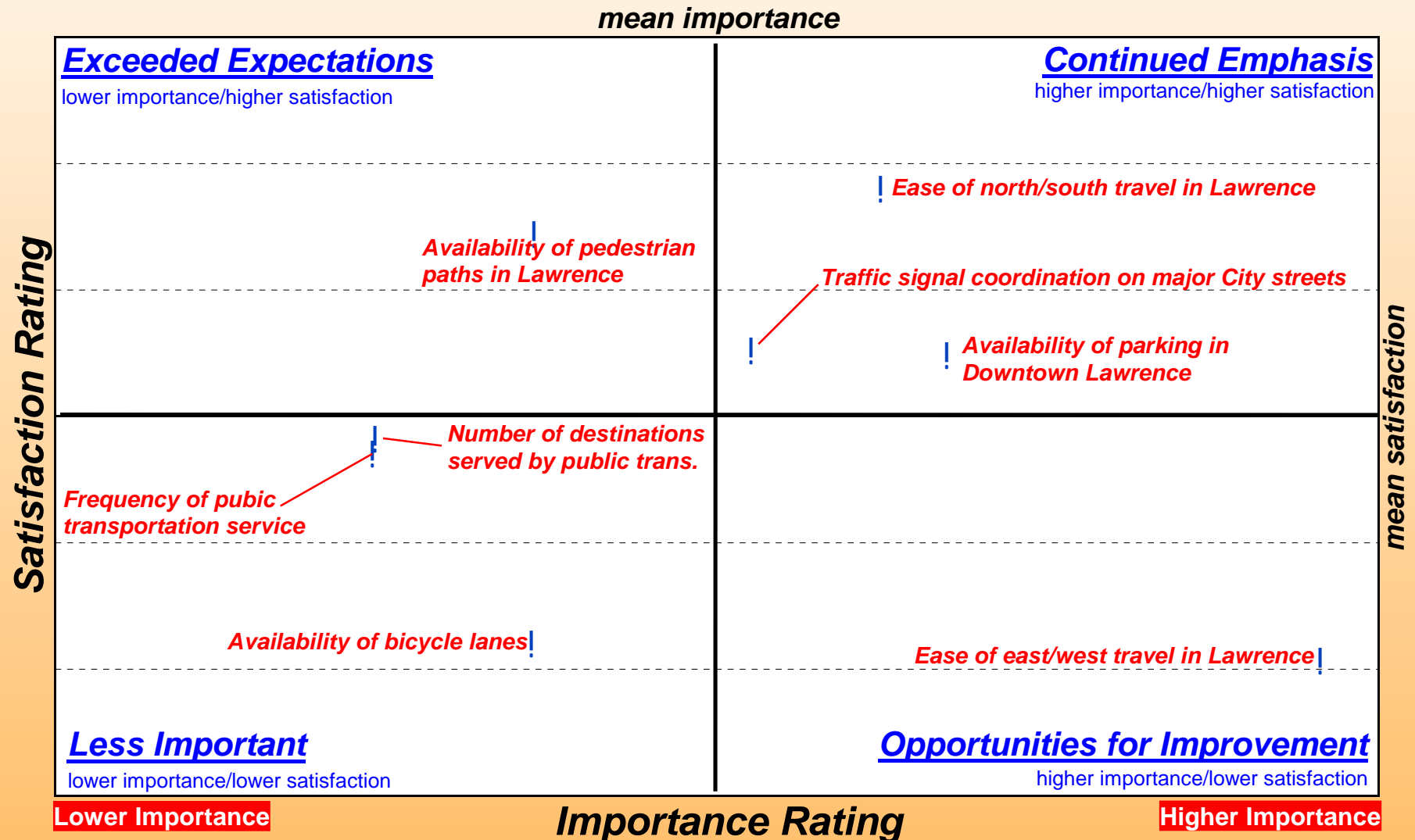


Source: ETC Institute (April 2007)

2007 City of Lawrence DirectionFinder Importance-Satisfaction Assessment Matrix

-Transportation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (April 2007)

Section 5:
***Tabular Data and
Survey Instrument***

Q1. Major categories of services provided by the City of Lawrence are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q1a Quality of police services	1.1%	3.2%	15.8%	50.2%	22.9%	6.9%
Q1b Quality of fire & emergency medical service	0.1%	0.4%	9.0%	44.2%	35.0%	11.3%
Q1c Efforts to ensure city is prepared	0.4%	4.5%	25.8%	35.9%	12.2%	21.2%
Q1d Maintenance of streets sidewalks & infrastructure	11.4%	34.1%	27.9%	22.5%	2.7%	1.4%
Q1e Effectiveness of communication with public	1.8%	12.5%	41.0%	35.1%	4.6%	5.0%
Q1f Flow of traffic & congestion management	12.2%	31.1%	24.3%	28.1%	3.3%	1.1%
Q1g Quality of stormwater management	2.6%	9.5%	30.8%	39.9%	6.9%	10.3%
Q1h Quality of water utility services	1.1%	5.1%	19.3%	53.3%	15.5%	5.7%
Q1i Quality of wastewater utility services	1.1%	4.2%	23.4%	48.2%	12.7%	10.4%
Q1j Quality of trash & yardwaste services	1.1%	3.9%	8.5%	47.5%	34.9%	4.0%
Q1k Quality of planning & developmental services	6.3%	13.0%	33.2%	19.0%	5.4%	23.0%
Q1l Quality of public transportation services	3.1%	8.5%	26.9%	34.2%	10.4%	16.9%
Q1m Quality of parks & recreation system	0.8%	3.4%	10.7%	49.1%	32.4%	3.6%
Q1n Quality of customer service provided	0.9%	2.9%	29.5%	42.9%	12.5%	11.2%

EXCLUDING DON'T KNOWS

Q1. Major categories of services provided by the City of Lawrence are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q1a Quality of police services	1.2%	3.4%	16.9%	53.9%	24.6%
Q1b Quality of fire & emergency medical service	0.1%	0.5%	10.1%	49.8%	39.5%
Q1c Efforts to ensure city is prepared	0.5%	5.8%	32.7%	45.5%	15.4%
Q1d Maintenance of streets sidewalks & infrastructure	11.5%	34.5%	28.3%	22.8%	2.8%
Q1e Effectiveness of communication with public	1.9%	13.2%	43.2%	36.9%	4.9%
Q1f Flow of traffic & congestion management	12.3%	31.4%	24.6%	28.4%	3.3%
Q1g Quality of stormwater management	2.9%	10.6%	34.4%	44.5%	7.7%
Q1h Quality of water utility services	1.2%	5.4%	20.5%	56.5%	16.4%
Q1i Quality of wastewater utility services	1.2%	4.7%	26.1%	53.8%	14.1%
Q1j Quality of trash & yardwaste services	1.2%	4.1%	8.8%	49.5%	36.4%
Q1k Quality of planning & developmental services	8.2%	16.9%	43.2%	24.7%	7.0%
Q1l Quality of public transportation services	3.7%	10.2%	32.3%	41.2%	12.6%
Q1m Quality of parks & recreation system	0.8%	3.6%	11.1%	51.0%	33.6%
Q1n Quality of customer service provided	1.1%	3.3%	33.3%	48.3%	14.1%

Q2. Which THREE of the major city services listed above do you think should receive the most emphasis from city leaders over the next two years?

<u>Q2 1st choice</u>	<u>Number</u>	<u>Percent</u>
A=Police services	57	4.9 %
B=Fire & emergency services	14	1.2 %
C=Prepared for emergencies	50	4.3 %
D=Maintenance of streets, sidewalks	389	33.3 %
E=Effectiveness of communication	27	2.3 %
F=Flow of traffic & congestion management	249	21.3 %
G=Stormwater management	21	1.8 %
H=Water utility services	14	1.2 %
I=Wastewater services	12	1.0 %
J=Trash & yardwaste services	22	1.9 %
K=Planning & developmental services	81	6.9 %
L=Public transportation services	30	2.6 %
M=Parks & recreation system	29	2.5 %
N=Customer service provided	9	0.8 %
<u>Z=None chosen</u>	<u>164</u>	<u>14.0 %</u>
Total	1168	100.0 %

<u>Q2 2nd choice</u>	<u>Number</u>	<u>Percent</u>
A=Police services	41	3.5 %
B=Fire & emergency services	21	1.8 %
C=Prepared for emergencies	68	5.8 %
D=Maintenance of streets, sidewalks	205	17.6 %
E=Effectiveness of communication	56	4.8 %
F=Flow of traffic & congestion management	267	22.9 %
G=Stormwater management	46	3.9 %
H=Water utility services	31	2.7 %
I=Wastewater services	19	1.6 %
J=Trash & yardwaste services	23	2.0 %
K=Planning & developmental services	102	8.7 %
L=Public transportation services	39	3.3 %
M=Parks & recreation system	30	2.6 %
N=Customer service provided	11	0.9 %
<u>Z=None chosen</u>	<u>209</u>	<u>17.9 %</u>
Total	1168	100.0 %

Q2. Which THREE of the major city services listed above do you think should receive the most emphasis from city leaders over the next two years?

<u>Q2 3rd choice</u>	<u>Number</u>	<u>Percent</u>
A=Police services	45	3.9 %
B=Fire & emergency services	14	1.2 %
C=Prepared for emergencies	79	6.8 %
D=Maintenance of streets, sidewalks	132	11.3 %
E=Effectiveness of communication	81	6.9 %
F=Flow of traffic & congestion management	109	9.3 %
G=Stormwater management	47	4.0 %
H=Water utility services	35	3.0 %
I=Wastewater services	24	2.1 %
J=Trash & yardwaste services	20	1.7 %
K=Planning & developmental services	125	10.7 %
L=Public transportation services	74	6.3 %
M=Parks & recreation system	68	5.8 %
N=Customer service provided	29	2.5 %
Z=None chosen	286	24.5 %
Total	1168	100.0 %

Q2. Which THREE of the major city services listed above do you think should receive the most emphasis from city leaders over the next two years? (all three selections)

<u>Q2 Sum of Top 3 choices</u>	<u>Number</u>	<u>Percent</u>
A = Police services	143	12.2 %
B = Fire & emergency services	49	4.2 %
C = Prepared for emergencies	197	16.9 %
D = Maintenance of streets, sidewalks	726	62.2 %
E = Effectiveness of communication	164	14.0 %
F = Flow of traffic & congestion management	625	53.5 %
G = Stormwater management	114	9.8 %
H = Water utility services	80	6.8 %
I = Wastewater services	55	4.7 %
J = Trash & yardwaste services	65	5.6 %
K = Planning & developmental services	308	26.4 %
L = Public transportation services	143	12.2 %
M = Parks & recreation system	127	10.9 %
N = Customer service provided	49	4.2 %
Z = None chosen	164	14.0 %
Total	3009	

Q3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Lawrence are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q3a Value that you receive for tax dollars	3.9%	20.5%	28.6%	37.7%	4.1%	5.2%
Q3b Image of the city	1.0%	6.9%	15.5%	55.5%	19.3%	1.7%
Q3c Livability of your neighborhood	0.7%	4.1%	11.2%	49.9%	32.6%	1.5%
Q3d Upkeep of your neighborhood	0.9%	9.0%	15.2%	51.5%	21.4%	2.1%
Q3e Quality of city services	0.3%	3.3%	23.4%	57.7%	11.5%	3.8%
Q3f Quality of life in the city	0.7%	3.3%	12.3%	54.0%	26.6%	3.1%
Q3g Efforts to promote economic development	11.6%	23.0%	27.7%	24.3%	5.7%	7.8%
Q3h Quality of new development	10.0%	23.5%	32.1%	24.4%	3.9%	6.1%
Q3i How well the city is planning growth	14.6%	29.9%	27.8%	17.0%	3.3%	7.4%
Q3j Mix of retail residential & entertainment	5.1%	15.6%	24.7%	40.2%	11.4%	3.1%

EXCLUDING DON'T KNOWS

Q3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Lawrence are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q3a Value that you receive for tax dollars	4.2%	21.6%	30.2%	39.7%	4.3%
Q3b Image of the city	1.0%	7.1%	15.8%	56.4%	19.7%
Q3c Livability of your neighborhood	0.7%	4.2%	11.4%	50.7%	33.1%
Q3d Upkeep of your neighborhood	1.0%	9.2%	15.5%	52.5%	21.9%
Q3e Quality of city services	0.4%	3.5%	24.3%	60.0%	11.9%
Q3f Quality of life in the city	0.7%	3.4%	12.7%	55.7%	27.5%
Q3g Efforts to promote economic development	12.5%	25.0%	30.0%	26.4%	6.1%
Q3h Quality of new development	10.7%	25.0%	34.2%	26.0%	4.2%
Q3i How well the city is planning growth	15.8%	32.3%	30.1%	18.3%	3.5%
Q3j Mix of retail residential & entertainment	5.2%	16.1%	25.5%	41.4%	11.7%

Q4. POLICE SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q4a Frequency that police officers patrol	2.3%	11.6%	24.9%	39.2%	9.7%	12.2%
Q4b How well city enforces traffic offenses	3.2%	11.4%	28.2%	38.7%	7.5%	11.0%
Q4c School Resource Officers	0.6%	1.3%	23.5%	23.4%	9.5%	41.7%
Q4d Animal control services	1.7%	3.9%	26.2%	35.1%	8.0%	25.1%
Q4e Parking enforcement services	2.7%	4.6%	29.4%	43.6%	8.9%	10.8%
Q4f Crime prevention programs	1.8%	5.6%	27.9%	28.9%	6.8%	28.9%

EXCLUDING DON'T KNOWS

Q4. POLICE SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q4a Frequency that police officers patrol	2.6%	13.3%	28.4%	44.7%	11.0%
Q4b How well city enforces traffic offenses	3.6%	12.8%	31.7%	43.5%	8.5%
Q4c School Resource Officers	1.0%	2.2%	40.4%	40.1%	16.3%
Q4d Animal control services	2.3%	5.1%	35.0%	46.9%	10.7%
Q4e Parking enforcement services	3.1%	5.2%	32.9%	48.8%	10.0%
Q4f Crime prevention programs	2.5%	7.8%	39.3%	40.7%	9.6%

Q5. PERCEPTIONS OF SAFETY. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

(N=1168)

	Very unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very safe 5	Don't know 9
Q5a Walking in your neighborhood during day	0.0%	0.9%	2.7%	28.5%	66.0%	1.8%
Q5b Walking in your neighborhood after dark	1.6%	10.4%	14.6%	43.8%	25.7%	3.9%
Q5c In Downtown Lawrence in the day	0.3%	2.0%	5.2%	36.4%	54.5%	1.7%
Q5d In Downtown Lawrence after dark	8.0%	21.5%	25.1%	28.4%	10.5%	6.4%
Q5e In City parks during the day	0.1%	1.6%	9.2%	42.7%	42.0%	4.4%
Q5f In City parks after dark	10.3%	27.7%	27.6%	16.7%	4.8%	13.0%

EXCLUDING DON'T KNOWS

Q5. PERCEPTIONS OF SAFETY. Using a scale of 1 to 5 where 5 means "very safe" and 1 means "very unsafe," please rate how safe you feel in the following situations:

	Very unsafe 1	Unsafe 2	Neutral 3	Safe 4	Very safe 5
Q5a Walking in your neighborhood during day	0.0%	1.0%	2.8%	29.0%	67.2%
Q5b Walking in your neighborhood after dark	1.7%	10.9%	15.2%	45.5%	26.7%
Q5c In Downtown Lawrence in the day	0.3%	2.0%	5.3%	37.0%	55.4%
Q5d In Downtown Lawrence after dark	8.6%	23.0%	26.8%	30.4%	11.3%
Q5e In City parks during the day	0.1%	1.7%	9.7%	44.7%	43.9%
Q5f In City parks after dark	11.8%	31.8%	31.7%	19.2%	5.5%

Q6. FIRE AND EMERGENCY MEDICAL SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q6a Quality of fire services	0.0%	0.3%	8.6%	40.6%	32.5%	18.1%
Q6b How quickly medical services respond	0.2%	0.6%	8.1%	34.6%	32.4%	24.1%
Q6c Professionalism of emergency medical	0.1%	0.2%	8.3%	33.6%	35.4%	22.4%
Q6d Quality of medical care provided	0.0%	0.1%	9.2%	31.4%	30.3%	28.9%
Q6e Fire & medical education programs	0.1%	0.4%	14.8%	27.7%	16.7%	40.2%
Q6f Fire inspection program	0.1%	1.9%	17.0%	25.6%	13.7%	41.8%

EXCLUDING DON'T KNOWS

Q6. FIRE AND EMERGENCY MEDICAL SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q6a Quality of fire services	0.0%	0.3%	10.4%	49.5%	39.7%
Q6b How quickly medical services respond	0.2%	0.8%	10.7%	45.5%	42.7%
Q6c Professionalism of emergency medical	0.1%	0.2%	10.7%	43.4%	45.6%
Q6d Quality of medical care provided	0.0%	0.1%	13.0%	44.2%	42.7%
Q6e Fire & medical education programs	0.1%	0.7%	24.8%	46.4%	27.9%
Q6f Fire inspection program	0.1%	3.2%	29.1%	44.0%	23.5%

Q7. MAINTENANCE AND PUBLIC WORKS. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q7a Condition of major city streets	8.0%	28.6%	22.2%	36.5%	3.0%	1.8%
Q7b Condition of streets in your neighborhood	7.6%	24.2%	18.8%	39.1%	8.2%	2.0%
Q7c Timeliness of street maintenance repairs	9.8%	30.5%	28.9%	24.0%	2.5%	4.4%
Q7d Condition of sidewalks in your neighborhood	7.9%	19.5%	23.0%	35.2%	7.4%	7.0%
Q7e Maintenance of street signs	0.8%	2.7%	23.0%	54.7%	14.6%	4.2%
Q7f Adequacy of city street lighting	5.1%	14.5%	22.9%	45.5%	8.5%	3.4%
Q7g Snow removal on major city streets	3.2%	7.2%	13.4%	53.2%	21.1%	1.9%
Q7h Snow removal on neighborhood streets	7.0%	18.3%	19.6%	40.6%	12.2%	2.2%
Q7i Street sweeping services provided by city	3.7%	12.7%	28.3%	38.2%	9.3%	7.9%

EXCLUDING DON'T KNOWS

Q7. MAINTENANCE AND PUBLIC WORKS. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q7a Condition of major city streets	8.1%	29.1%	22.6%	37.1%	3.1%
Q7b Condition of streets in your neighborhood	7.8%	24.7%	19.2%	39.9%	8.4%
Q7c Timeliness of street maintenance repairs	10.3%	31.9%	30.2%	25.1%	2.6%
Q7d Condition of sidewalks in your neighborhood	8.5%	21.0%	24.8%	37.8%	7.9%
Q7e Maintenance of street signs	0.8%	2.9%	24.0%	57.1%	15.2%
Q7f Adequacy of city street lighting	5.3%	15.0%	23.8%	47.2%	8.8%
Q7g Snow removal on major city streets	3.2%	7.3%	13.7%	54.2%	21.6%
Q7h Snow removal on neighborhood streets	7.2%	18.7%	20.1%	41.5%	12.5%
Q7i Street sweeping services provided by city	4.0%	13.8%	30.7%	41.4%	10.1%

Q8. Which THREE of the maintenance and public works services listed above do you think should receive the most emphasis from city leaders over the next two years?

Q8 1 st choice	Number	Percent
A=Condition of major city streets	428	36.6 %
B=Condition of streets in neighborhood	129	11.0 %
C=Timeliness of street repairs	177	15.2 %
D=Condition of sidewalks	105	9.0 %
E=Maintenance of street signs	9	0.8 %
F=Adequacy of street lighting	78	6.7 %
G=Snow removal on major streets	24	2.1 %
H=Snow removal in neighborhood	52	4.5 %
I=Street sweeping services	32	2.7 %
Z=None chosen	134	11.5 %
Total	1168	100.0 %

Q8 2 nd choice	Number	Percent
A=Condition of major city streets	135	11.6 %
B=Condition of streets in neighborhood	200	17.1 %
C=Timeliness of street repairs	286	24.5 %
D=Condition of sidewalks	107	9.2 %
E=Maintenance of street signs	14	1.2 %
F=Adequacy of street lighting	88	7.5 %
G=Snow removal on major streets	39	3.3 %
H=Snow removal in neighborhood	79	6.8 %
I=Street sweeping services	39	3.3 %
Z=None chosen	181	15.5 %
Total	1168	100.0 %

Q8 3 rd choice	Number	Percent
A=Condition of major city streets	100	8.6 %
B=Condition of streets in neighborhood	118	10.1 %
C=Timeliness of street repairs	192	16.4 %
D=Condition of sidewalks	118	10.1 %
E=Maintenance of street signs	21	1.8 %
F=Adequacy of street lighting	112	9.6 %
G=Snow removal on major streets	50	4.3 %
H=Snow removal in neighborhood	112	9.6 %
I=Street sweeping services	95	8.1 %
Z=None chosen	250	21.4 %
Total	1168	100.0 %

Q8. Which THREE of the maintenance and public works services listed above do you think should receive the most emphasis from city leaders over the next two years? (all three selections)

<u>Q8 Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
A = Condition of major city streets	663	56.8 %
B = Condition of streets in neighborhood	447	38.3 %
C = Timeliness of street repairs	655	56.1 %
D = Condition of sidewalks	330	28.3 %
E = Maintenance of street signs	44	3.8 %
F = Adequacy of street lighting	278	23.8 %
G = Snow removal on major streets	113	9.7 %
H = Snow removal in neighborhood	243	20.8 %
I = Street sweeping services	166	14.2 %
Z = None chosen	134	11.5 %
Total	3073	

Q9. PARKS AND RECREATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q9a Appearance/cleanliness of city parks	0.2%	2.1%	8.9%	59.2%	25.9%	3.7%
Q9b Condition of equipment at city parks	0.2%	1.5%	14.8%	53.3%	15.8%	14.4%
Q9c Number of city parks	1.3%	7.5%	15.8%	49.2%	20.7%	5.5%
Q9d Number of walking & biking trails	2.7%	11.1%	20.5%	39.6%	16.4%	9.6%
Q9e City recreation facilities	2.1%	5.6%	17.8%	46.1%	17.8%	10.6%
Q9f City's indoor aquatic facilities	0.1%	1.9%	14.1%	31.3%	28.3%	24.3%
Q9g City's outdoor aquatic facilities	0.6%	3.7%	14.3%	37.3%	24.0%	20.1%
Q9h Availability of youth sports fields	2.4%	4.9%	18.7%	34.9%	15.1%	24.1%
Q9i Availability of adult sports fields	1.0%	3.2%	21.2%	34.2%	14.0%	26.3%
Q9j Availability of information about programs	0.7%	3.0%	16.6%	45.4%	26.0%	8.3%
Q9k Quality of Eagle Bend Golf Course	1.2%	1.5%	17.9%	20.6%	9.8%	49.0%
Q9l Beautification of Downtown Lawrence	1.9%	6.8%	21.9%	48.3%	16.6%	4.5%
Q9m Mowing & trimming along city streets	0.5%	4.6%	19.8%	55.1%	16.7%	3.3%
Q9n Cleanliness of public areas	0.9%	4.0%	18.8%	56.2%	18.0%	2.1%

EXCLUDING DON'T KNOWS

Q9. PARKS AND RECREATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q9a Appearance/cleanliness of city parks	0.2%	2.2%	9.2%	61.4%	26.9%
Q9b Condition of equipment at city parks	0.2%	1.8%	17.3%	62.2%	18.5%
Q9c Number of city parks	1.4%	8.0%	16.7%	52.1%	21.9%
Q9d Number of walking & biking trails	2.9%	12.3%	22.7%	43.8%	18.2%
Q9e City recreation facilities	2.3%	6.2%	19.9%	51.6%	19.9%
Q9f City's indoor aquatic facilities	0.1%	2.5%	18.7%	41.4%	37.3%
Q9g City's outdoor aquatic facilities	0.8%	4.6%	17.9%	46.7%	30.0%
Q9h Availability of youth sports fields	3.2%	6.4%	24.6%	46.0%	19.8%
Q9i Availability of adult sports fields	1.4%	4.3%	28.8%	46.5%	19.0%
Q9j Availability of information about programs	0.7%	3.3%	18.1%	49.5%	28.4%
Q9k Quality of Eagle Bend Golf Course	2.3%	2.9%	35.1%	40.4%	19.3%
Q9l Beautification of Downtown Lawrence	2.0%	7.1%	23.0%	50.6%	17.4%
Q9m Mowing & trimming along city streets	0.5%	4.8%	20.4%	57.0%	17.3%
Q9n Cleanliness of public areas	1.0%	4.1%	19.2%	57.4%	18.4%

Q10. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q10 1 st choice	Number	Percent
A=Appearance/cleanliness of parks	87	7.4 %
B=Condition of equipment at parks	38	3.3 %
C=Number of parks	81	6.9 %
D=Number of walking & biking trails	171	14.6 %
E=City recreation facilities	64	5.5 %
F=City's indoor aquatic facilities	6	0.5 %
G=City's outdoor aquatic facilities	23	2.0 %
H=Availability of youth sports fields	71	6.1 %
I=Availability of adult sports fields	15	1.3 %
J=Availability of information	45	3.9 %
K=Quality of Eagle Bend Golf Course	35	3.0 %
L=Beautification of downtown	122	10.4 %
M=Mowing & trimming along streets	45	3.9 %
N=Cleanliness of public areas	117	10.0 %
Z=None chosen	248	21.2 %
Total	1168	100.0 %

Q10 2 nd choice	Number	Percent
A=Appearance/cleanliness of parks	68	5.8 %
B=Condition of equipment at parks	65	5.6 %
C=Number of parks	74	6.3 %
D=Number of walking & biking trails	96	8.2 %
E=City recreation facilities	73	6.3 %
F=City's indoor aquatic facilities	21	1.8 %
G=City's outdoor aquatic facilities	26	2.2 %
H=Availability of youth sports fields	54	4.6 %
I=Availability of adult sports fields	24	2.1 %
J=Availability of information	29	2.5 %
K=Quality of Eagle Bend Golf Course	17	1.5 %
L=Beautification of downtown	118	10.1 %
M=Mowing & trimming along streets	73	6.3 %
N=Cleanliness of public areas	109	9.3 %
Z=None chosen	321	27.5 %
Total	1168	100.0 %

Q10. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years?

Q10 3 rd choice	Number	Percent
A=Appearance/cleanliness of parks	70	6.0 %
B=Condition of equipment at parks	60	5.1 %
C=Number of parks	50	4.3 %
D=Number of walking & biking trails	81	6.9 %
E=City recreation facilities	65	5.6 %
F=City's indoor aquatic facilities	14	1.2 %
G=City's outdoor aquatic facilities	25	2.1 %
H=Availability of youth sports fields	30	2.6 %
I=Availability of adult sports fields	33	2.8 %
J=Availability of information	23	2.0 %
K=Quality of Eagle Bend Golf Course	16	1.4 %
L=Beautification of downtown	96	8.2 %
M=Mowing & trimming along streets	50	4.3 %
N=Cleanliness of public areas	155	13.3 %
Z=None chosen	400	34.2 %
Total	1168	100.0 %

Q10. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? (all three selections)

Q10 Sum of Top 3 Choices	Number	Percent
A = Appearance/cleanliness of parks	225	19.3 %
B = Condition of equipment at parks	163	14.0 %
C = Number of parks	205	17.6 %
D = Number of walking & biking trails	348	29.8 %
E = City recreation facilities	202	17.3 %
F = City's indoor aquatic facilities	41	3.5 %
G = City's outdoor aquatic facilities	74	6.3 %
H = Availability of youth sports fields	155	13.3 %
I = Availability of adult sports fields	72	6.2 %
J = Availability of information	97	8.3 %
K = Quality of Eagle Bend Golf Course	68	5.8 %
L = Beautification of downtown	336	28.8 %
M = Mowing & trimming along streets	168	14.4 %
N = Cleanliness of public areas	381	32.6 %
Z = None chosen	248	21.2 %
Total	2783	

Q11. PUBLIC INFORMATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q11a Availability of information about services	0.7%	6.3%	26.9%	49.6%	10.0%	6.6%
Q11b Timeliness of information provided by city	1.3%	6.2%	29.0%	45.7%	7.4%	10.4%
Q11c Quality of the city's cable television channel	5.1%	9.6%	25.7%	31.2%	9.0%	19.5%
Q11d Usefulness of the information available	0.9%	3.3%	25.9%	28.3%	6.3%	35.3%

EXCLUDING DON'T KNOWS

Q11. PUBLIC INFORMATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q11a Availability of information about services	0.7%	6.7%	28.8%	53.1%	10.7%
Q11b Timeliness of information provided by city	1.4%	6.9%	32.4%	51.1%	8.2%
Q11c Quality of the city's cable television channel	6.3%	11.9%	31.9%	38.7%	11.2%
Q11d Usefulness of the information available	1.3%	5.2%	40.1%	43.7%	9.8%

Q12. SOLID WASTE DISPOSAL SERVICES. Rate your satisfaction with each item listed below using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q12a Residential trash services	0.7%	2.9%	5.2%	46.5%	40.4%	4.3%
Q12b Yardwaste collection services	0.9%	3.6%	7.8%	42.5%	35.2%	10.0%
Q12c City efforts to inform residents	6.3%	17.0%	23.9%	29.8%	16.5%	6.4%
Q12d City's drop-off recycling sites	4.0%	13.8%	24.9%	28.6%	13.5%	15.2%
Q12e Household hazardous waste disposal service	3.7%	11.8%	22.9%	27.8%	13.4%	20.3%

EXCLUDING DON'T KNOWS

Q12. SOLID WASTE DISPOSAL SERVICES. Rate your satisfaction with each item listed below using a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q12a Residential trash services	0.7%	3.0%	5.5%	48.6%	42.2%
Q12b Yardwaste collection services	1.0%	4.0%	8.7%	47.2%	39.1%
Q12c City efforts to inform residents	6.8%	18.2%	25.5%	31.8%	17.7%
Q12d City's drop-off recycling sites	4.7%	16.2%	29.4%	33.7%	15.9%
Q12e Household hazardous waste disposal service	4.6%	14.8%	28.8%	34.9%	16.9%

Q13. WATER/WASTEWATER UTILITIES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q13a Taste of your drinking water	3.1%	14.5%	16.3%	47.4%	16.6%	2.1%
Q13b Smell of your drinking water	2.7%	11.2%	18.8%	48.7%	16.4%	2.2%
Q13c Clarity of your drinking water	1.6%	8.6%	17.7%	51.5%	18.1%	2.4%
Q13d Reliability of your water service	0.2%	1.5%	9.9%	55.7%	29.8%	2.9%
Q13e Water pressure in your home	1.4%	4.9%	11.6%	53.5%	26.5%	2.1%
Q13f Accuracy of your water bill	1.4%	3.9%	21.0%	44.2%	16.4%	13.2%
Q13g How well keep informed of disruptions	1.5%	3.0%	22.5%	37.2%	11.8%	24.0%
Q13h City efforts to prevent backups	1.8%	2.8%	20.8%	32.1%	11.2%	31.3%
Q13i City efforts to minimize the odor	2.1%	4.4%	21.1%	34.9%	10.6%	26.9%
Q13j Value that you receive for water rates	3.0%	10.5%	28.4%	39.8%	11.7%	6.7%

EXCLUDING DON'T KNOWS

Q13. WATER/WASTEWATER UTILITIES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q13a Taste of your drinking water	3.1%	14.8%	16.6%	48.5%	17.0%
Q13b Smell of your drinking water	2.8%	11.5%	19.2%	49.8%	16.7%
Q13c Clarity of your drinking water	1.7%	8.9%	18.2%	52.8%	18.5%
Q13d Reliability of your water service	0.2%	1.5%	10.2%	57.4%	30.7%
Q13e Water pressure in your home	1.4%	5.0%	11.9%	54.6%	27.1%
Q13f Accuracy of your water bill	1.6%	4.4%	24.2%	50.9%	18.9%
Q13g How well keep informed of disruptions	1.9%	3.9%	29.6%	49.0%	15.5%
Q13h City efforts to prevent backups	2.6%	4.1%	30.3%	46.7%	16.3%
Q13i City efforts to minimize the odor	2.9%	6.0%	28.8%	47.8%	14.5%
Q13j Value that you receive for water rates	3.2%	11.2%	30.4%	42.6%	12.6%

Q14. Which THREE of the water/wastewater utility issues listed above do you think should receive the most emphasis from city leaders over the next two years?

Q14 1 st choice	Number	Percent
A=Taste of drinking water	285	24.4 %
B=Smell of drinking water	43	3.7 %
C=Clarity of drinking water	46	3.9 %
D=Reliability of water service	61	5.2 %
E=Water pressure in home	46	3.9 %
F=Accuracy of water bill	39	3.3 %
G=How well keeps you informed	41	3.5 %
H=Efforts to prevent backups	101	8.6 %
I=Efforts to minimize odor	49	4.2 %
J=Value for water utility rates	181	15.5 %
Z=None chosen	276	23.6 %
Total	1168	100.0 %

Q14. Which THREE of the water/wastewater utility issues listed above do you think should receive the most emphasis from city leaders over the next two years?

Q14 2 nd choice	Number	Percent
A=Taste of drinking water	124	10.6 %
B=Smell of drinking water	201	17.2 %
C=Clarity of drinking water	59	5.1 %
D=Reliability of water service	48	4.1 %
E=Water pressure in home	44	3.8 %
F=Accuracy of water bill	52	4.5 %
G=How well keeps you informed	44	3.8 %
H=Efforts to prevent backups	85	7.3 %
I=Efforts to minimize odor	67	5.7 %
J=Value for water utility rates	69	5.9 %
Z=None chosen	375	32.1 %
Total	1168	100.0 %

Q14 3 rd choice	Number	Percent
A=Taste of drinking water	84	7.2 %
B=Smell of drinking water	66	5.7 %
C=Clarity of drinking water	149	12.8 %
D=Reliability of water service	42	3.6 %
E=Water pressure in home	41	3.5 %
F=Accuracy of water bill	56	4.8 %
G=How well keeps you informed	43	3.7 %
H=Efforts to prevent backups	68	5.8 %
I=Efforts to minimize odor	73	6.3 %
J=Value for water utility rates	99	8.5 %
Z=None chosen	447	38.3 %
Total	1168	100.0 %

Q14. Which THREE of the water/wastewater utility issues listed above do you think should receive the most emphasis from city leaders over the next two years? (all three selections)

Q14 Sum of Top 3 Choices	Number	Percent
A = Taste of drinking water	493	42.2 %
B = Smell of drinking water	310	26.5 %
C = Clarity of drinking water	254	21.7 %
D = Reliability of water service	151	12.9 %
E = Water pressure in home	131	11.2 %
F = Accuracy of water bill	147	12.6 %
G = How well keeps you informed	128	11.0 %
H = Efforts to prevent backups	254	21.7 %
I = Efforts to minimize odor	189	16.2 %
J = Value for water utility rates	349	29.9 %
Z = None chosen	276	23.6 %
Total	2682	

Q15. Several services provided by the City of Lawrence are listed below. For each one, please indicate if you used the service during the past 12 months. (excluding don't remember)

(N=1168)

	Yes 1	No 2
Q15a Used public transportation services	17.4%	82.6%
Q15b Enrolled in recreation programs	31.3%	68.7%
Q15c Visited city recreation facilities	70.7%	29.3%
Q15d Visited the City Library	74.9%	25.1%
Q15e Received assistance from fire or EMS	16.9%	83.1%
Q15f Received assistance from Police Department	33.8%	66.2%

Q16. Have you called or visited the City with a question, problem, or complaint during the past year?

Q16 Called or visited the city	Number	Percent
1=Yes	492	42.1 %
2=No	659	56.4 %
9=Don't know	17	1.5 %
Total	1168	100.0 %

Q16a. Which department did you contact most recently?

Q16a Which department	Number	Percent
01=Administrative Services	42	8.5 %
02=City Manager's Office	22	4.5 %
03=Fire Medical	16	3.3 %
04=Municipal Court	21	4.3 %
05=Neighborhood Resources	50	10.2 %
06=Parks & Recreation	52	10.6 %
07=Planning	26	5.3 %
08=Police	51	10.4 %
09=Public Works	100	20.3 %
10=Transit	6	1.2 %
11=Utility Billing	40	8.1 %
12=Water/Wastewater Utility	28	5.7 %
13=Other	34	6.9 %
99=None chosen	4	0.8 %
Total	492	100.0 %

Q16b-e. Please indicate your level of agreement with the following statements about the quality of service you received from city employees in the department you listed above by circling the corresponding number below.

(N=492)

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5	Don't know 9
Q16b Were courteous & polite	0.8%	4.5%	7.2%	46.9%	38.5%	2.1%
Q16c Were professional	1.0%	3.7%	8.0%	49.6%	36.1%	1.6%
Q16d Were responsive to my concerns	6.1%	7.5%	11.0%	39.2%	35.0%	1.2%
Q16e Was satisfied with quality of service	7.3%	8.9%	9.6%	39.4%	32.7%	2.0%

EXCLUDING DON'T KNOWS

Q16b-e. Please indicate your level of agreement with the following statements about the quality of service you received from city employees in the department you listed above by circling the corresponding number below.

	Strongly disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly agree 5
Q16b Were courteous & polite	0.8%	4.6%	7.4%	47.9%	39.3%
Q16c Were professional	1.0%	3.7%	8.1%	50.4%	36.7%
Q16d Were responsive to my concerns	6.2%	7.6%	11.1%	39.7%	35.4%
Q16e Was satisfied with quality of service	7.5%	9.1%	9.8%	40.2%	33.4%

Q17. TRANSPORTATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q17a Ease of north/south travel	5.1%	21.6%	22.6%	41.2%	5.9%	3.6%
Q17b Ease of east/west travel	13.4%	31.3%	22.6%	25.2%	3.8%	3.9%
Q17c Availability of bicycle lanes	7.1%	18.0%	28.0%	18.0%	5.6%	23.4%
Q17d Traffic signal coordination on major streets	7.8%	23.2%	25.2%	35.7%	5.7%	2.5%
Q17e Number of destinations served by transit	1.9%	7.5%	23.8%	17.0%	4.2%	45.6%
Q17f Frequency of public transportation service	3.1%	6.5%	23.1%	15.8%	4.5%	47.0%
Q17g Availability of pedestrian paths	3.8%	17.1%	24.7%	31.5%	8.8%	14.0%
Q17h Availability of parking in Downtown	9.5%	23.5%	23.0%	33.8%	7.1%	3.0%

EXCLUDING DON'T KNOWS

Q17. TRANSPORTATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q17a Ease of north/south travel	5.3%	22.4%	23.4%	42.7%	6.1%
Q17b Ease of east/west travel	13.9%	32.5%	23.5%	26.2%	3.9%
Q17c Availability of bicycle lanes	9.3%	23.5%	36.5%	23.5%	7.3%
Q17d Traffic signal coordination on major streets	8.0%	23.8%	25.8%	36.6%	5.8%
Q17e Number of destinations served by transit	3.5%	13.9%	43.8%	31.2%	7.7%
Q17f Frequency of public transportation service	5.8%	12.3%	43.6%	29.9%	8.4%
Q17g Availability of pedestrian paths	4.4%	19.9%	28.8%	36.7%	10.3%
Q17h Availability of parking in Downtown	9.8%	24.3%	23.7%	34.9%	7.3%

Q18. Which TWO of the transportation issues listed above do you think should receive the most emphasis from city leaders over the next two years?

Q18 1 st choice	Number	Percent
A=Ease of north/south travel	169	14.5 %
B=Ease of east/west travel	300	25.7 %
C=Availability of bicycle lanes	87	7.4 %
D=Traffic signal coordination	129	11.0 %
E=Number of destinations served	58	5.0 %
F=Frequency of public transit service	28	2.4 %
G=Availability of pedestrian paths	76	6.5 %
H=Availability of parking	184	15.8 %
Z=None chosen	137	11.7 %
Total	1168	100.0 %

Q18. Which TWO of the transportation issues listed above do you think should receive the most emphasis from city leaders over the next two years?

Q18 2 nd choice	Number	Percent
A=Ease of north/south travel	151	12.9 %
B=Ease of east/west travel	214	18.3 %
C=Availability of bicycle lanes	80	6.8 %
D=Traffic signal coordination	134	11.5 %
E=Number of destinations served	39	3.3 %
F=Frequency of public transit service	68	5.8 %
G=Availability of pedestrian paths	91	7.8 %
H=Availability of parking	165	14.1 %
Z=None chosen	226	19.3 %
Total	1168	100.0 %

Q18. Which TWO of the transportation issues listed above do you think should receive the most emphasis from city leaders over the next two years? (both selections)

Q18 Sum of Top 2 choices	Number	Percent
A = Ease of north/south travel	320	27.4 %
B = Ease of east/west travel	514	44.0 %
C = Availability of bicycle lanes	167	14.3 %
D = Traffic signal coordination	263	22.5 %
E = Number of destinations served	97	8.3 %
F = Frequency of public transit service	96	8.2 %
G = Availability of pedestrian paths	167	14.3 %
H = Availability of parking	349	29.9 %
Z = None chosen	137	11.7 %
Total	2110	

Q19. PERCEPTIONS OF DOWNTOWN. Several items that may influence your perception of Downtown Lawrence are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

(N=1168)

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5	Don't know 9
Q19a Appearance & cleanliness of Downtown	2.2%	8.2%	15.5%	55.7%	17.2%	1.2%
Q19b Availability of parking	8.6%	25.3%	22.3%	35.2%	6.9%	1.8%
Q19c Types of retail & entertainment	3.6%	14.7%	20.8%	46.1%	12.7%	2.1%
Q19d Hours businesses are open	2.5%	9.5%	22.7%	53.3%	9.8%	2.2%
Q19e Ease of getting to Downtown Lawrence	2.6%	9.5%	19.3%	53.9%	13.5%	1.2%
Q19f How safe you feel when you visit during day	1.1%	2.1%	6.8%	48.8%	40.1%	1.1%
Q19g How safe you feel when you visit after dark	9.2%	21.1%	21.5%	31.6%	9.8%	6.7%

EXCLUDING DON'T KNOWS

Q19. PERCEPTIONS OF DOWNTOWN. Several items that may influence your perception of Downtown Lawrence are listed below. Please rate each item on a scale of 1 to 5 where 5 means "very satisfied" and 1 means "very dissatisfied."

	Very Dissatisfied 1	Dissatisfied 2	Neutral 3	Satisfied 4	Very satisfied 5
Q19a Appearance & cleanliness of Downtown	2.3%	8.3%	15.7%	56.3%	17.4%
Q19b Availability of parking	8.7%	25.7%	22.7%	35.8%	7.1%
Q19c Types of retail & entertainment	3.7%	15.0%	21.3%	47.1%	12.9%
Q19d Hours businesses are open	2.5%	9.7%	23.2%	54.6%	10.0%
Q19e Ease of getting to Downtown Lawrence	2.6%	9.6%	19.6%	54.5%	13.7%
Q19f How safe you feel when you visit during day	1.1%	2.1%	6.9%	49.4%	40.5%
Q19g How safe you feel when you visit after dark	9.9%	22.7%	23.0%	33.9%	10.6%

Q20. Approximately how many years have you lived in Lawrence?

Q20 Years lived in Lawrence	Number	Percent
Under 5 years	217	18.8 %
6 to 10 years	190	16.5 %
11 to 15 years	116	10.1 %
16 to 20 years	121	10.5 %
21 to 30 years	169	14.7 %
31+ years	340	29.5 %
Total	1153	100.0 %

Q22. Do you own or rent your current residence?

<u>Q22 Own or rent current residence</u>	<u>Number</u>	<u>Percent</u>
1=Own	949	81.3 %
2=Rent	209	17.9 %
9=Not provided	10	0.9 %
Total	1168	100.0 %

Q23. How many persons in your household (counting yourself), are in each of the following age groups?

	<u>Mean</u>
Total number	2.41
Under age 10	0.32
Ages 10-19	0.25
Ages 20-34	0.51
Ages 35-54	0.59
Ages 55-64	0.34
Ages 65+	0.29

Q24. Which of the following best describes your race/ethnicity?

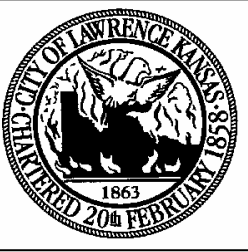
<u>Q24 Race/ethnicity</u>	<u>Number</u>	<u>Percent</u>
1 = White/Caucasian	1009	86.3 %
2 = African American/Black	60	5.2 %
3 = Asian/Pacific Islander	34	3.0 %
4 = Native American/Eskimo	30	2.6 %
5 = Mixed Race	14	1.2 %
6 = Other	12	1.0 %
9 = Not provided	29	2.5 %
Total	1188	

Q25. Are you or other members of your household of Spanish, Hispanic, or Latino heritage?

<u>Q25 Of Spanish Hispanic or Latino heritage</u>	<u>Number</u>	<u>Percent</u>
1=Yes	69	5.9 %
2=No	1080	92.5 %
9=Don't know	19	1.6 %
Total	1168	100.0 %

Q26. What is your gender?

<u>Q26 Gender</u>	<u>Number</u>	<u>Percent</u>
1=Male	567	48.5 %
2=Female	601	51.5 %
Total	1168	100.0 %



2007 City of Lawrence Community Survey

Please take a few minutes to complete this survey. Your input is an important part of the City's on-going effort to continuously improve City services. If you have questions, please call Casey Liebst, Budget Manager at (785) 832-3409.

1. Major categories of services provided by the City of Lawrence are listed below. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of police services	5	4	3	2	1	9
B.	Overall quality of fire and emergency medical services	5	4	3	2	1	9
C.	Overall efforts by the City to ensure the community is prepared for emergencies	5	4	3	2	1	9
D.	Overall maintenance of City streets, sidewalks and infrastructure	5	4	3	2	1	9
E.	Overall effectiveness of City communication with the public	5	4	3	2	1	9
F.	Overall flow of traffic and congestion management on streets in the City	5	4	3	2	1	9
G.	Overall quality of the City's stormwater management system	5	4	3	2	1	9
H.	Overall quality of City water utility services	5	4	3	2	1	9
I.	Overall quality of City wastewater utility services	5	4	3	2	1	9
J.	Overall quality of City trash and yardwaste services	5	4	3	2	1	9
K.	Overall quality of planning and developmental services (building inspections, building permits, etc)	5	4	3	2	1	9
L.	Overall quality of public the City's transportation services	5	4	3	2	1	9
M.	Overall quality of the City's parks and recreation system	5	4	3	2	1	9
N.	Overall quality of customer service provided by the City	5	4	3	2	1	9

2. Which **THREE** of the major city services listed above do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters below using the letters from the list in Question 1 above].

1st.: _____ 2nd.: _____ 3rd.: _____

3. PERCEPTIONS OF THE CITY. Several items that may influence your perception of the City of Lawrence are listed below. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall value that you receive for your City tax dollars and fees	5	4	3	2	1	9
B.	Overall image of the City	5	4	3	2	1	9
C.	Livability of your neighborhood	5	4	3	2	1	9
D.	Upkeep of your neighborhood	5	4	3	2	1	9
E.	Overall quality of City services	5	4	3	2	1	9
F.	Overall quality of life in the City	5	4	3	2	1	9
G.	City efforts to promote economic development	5	4	3	2	1	9
H.	Overall quality of new development in Lawrence	5	4	3	2	1	9
I.	How well the City is planning growth	5	4	3	2	1	9
J.	The mix of retail, residential, and entertainment establishments in Downtown Lawrence	5	4	3	2	1	9

4. POLICE SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The frequency that police officers patrol your neighborhood	5	4	3	2	1	9
B.	How well the City enforces traffic offenses	5	4	3	2	1	9
C.	School Resource Officers	5	4	3	2	1	9
D.	Animal control services	5	4	3	2	1	9
E.	Parking enforcement services	5	4	3	2	1	9
F.	The City’s crime prevention programs, Neighborhood Watch, Citizens Academy, & other efforts	5	4	3	2	1	9

5. PERCEPTIONS OF SAFETY. Using a scale of 1 to 5 where 5 means “very safe” and 1 means “very unsafe,” please rate how safe you feel in the following situations:

<i>How safe do you feel:</i>		Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
A.	Walking in your neighborhood during the day	5	4	3	2	1	9
B.	Walking in your neighborhood after dark	5	4	3	2	1	9
C.	In Downtown Lawrence in the day	5	4	3	2	1	9
D.	In Downtown Lawrence after dark	5	4	3	2	1	9
E.	In City parks during the day	5	4	3	2	1	9
F.	In City parks after dark	5	4	3	2	1	9

6. FIRE AND EMERGENCY MEDICAL SERVICES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Overall quality of fire services	5	4	3	2	1	9
B.	How quickly emergency medical services personnel respond	5	4	3	2	1	9
C.	Professionalism of the City's emergency medical services personnel	5	4	3	2	1	9
D.	Quality of medical care provided by the City's emergency medical services personnel	5	4	3	2	1	9
E.	The City's fire and medical education programs	5	4	3	2	1	9
F.	The City's fire inspection program	5	4	3	2	1	9

7. MAINTENANCE AND PUBLIC WORKS. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Condition of major City streets	5	4	3	2	1	9
B.	Condition of streets in your neighborhood	5	4	3	2	1	9
C.	Timeliness of street maintenance repairs	5	4	3	2	1	9
D.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
E.	Maintenance of street signs	5	4	3	2	1	9
F.	Adequacy of city street lighting	5	4	3	2	1	9
G.	Snow removal on major City streets	5	4	3	2	1	9
H.	Snow removal on neighborhood streets	5	4	3	2	1	9
I.	Streetsweeping services provided by the City	5	4	3	2	1	9

8. Which THREE of the maintenance and public works services listed above do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters below using the letters from the list in Question 7 above.]

1st. _____ 2nd. _____ 3rd. _____

9. PARKS AND RECREATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Appearance/cleanliness of City parks	5	4	3	2	1	9
B.	Condition of equipment at City parks	5	4	3	2	1	9
C.	Number of City parks	5	4	3	2	1	9
D.	Number of walking and biking trails	5	4	3	2	1	9
E.	City recreation facilities (ball diamonds, tennis courts, rec centers, picnic shelters, etc.)	5	4	3	2	1	9
F.	The City's indoor aquatic facilities	5	4	3	2	1	9
G.	The City's outdoor aquatic facilities	5	4	3	2	1	9
H.	Availability of youth sports fields in Lawrence	5	4	3	2	1	9
I.	Availability of adult sports fields in Lawrence	5	4	3	2	1	9
J.	Availability of information about parks and recreation programs	5	4	3	2	1	9
K.	Quality of Eagle Bend Golf Course	5	4	3	2	1	9
L.	Beautification of Downtown Lawrence	5	4	3	2	1	9
M.	Mowing & trimming along City streets	5	4	3	2	1	9
N.	Overall cleanliness of public areas in the City of Lawrence	5	4	3	2	1	9

10. Which THREE of the parks and recreation items listed above do you think should receive the most emphasis from City leaders over the next two years? [Write in the letters below using the letters from the list in Question 9 above].

1st. ____ 2nd. ____ 3rd. ____

11. PUBLIC INFORMATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

<i>How Satisfied are you with:</i>		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Availability of information about City services and activities	5	4	3	2	1	9
B.	Timeliness of information provided by the City	5	4	3	2	1	9
C.	The quality of the City's cable television channel	5	4	3	2	1	9
D.	Usefulness of the information that is available on the City's Web site	5	4	3	2	1	9

12. SOLID WASTE DISPOSAL SERVICES. Rate your satisfaction with each item listed below using a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Residential trash services	5	4	3	2	1	9
B.	Yardwaste collection services	5	4	3	2	1	9
C.	City efforts to inform residents about recycling opportunities	5	4	3	2	1	9
D.	The City's drop-off recycling sites	5	4	3	2	1	9
E.	Household hazardous waste disposal service (for oil, paint, etc)	5	4	3	2	1	9

13. WATER/WASTEWATER UTILITIES. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Taste of your drinking water	5	4	3	2	1	9
B.	Smell of your drinking water	5	4	3	2	1	9
C.	Clarity of your drinking water	5	4	3	2	1	9
D.	The reliability of your water service	5	4	3	2	1	9
E.	Water pressure in your home	5	4	3	2	1	9
F.	The accuracy of your water bill	5	4	3	2	1	9
G.	How well the City keeps you informed about planned disruptions to your water service	5	4	3	2	1	9
H.	City efforts to prevent backups of wastewater into your home	5	4	3	2	1	9
I.	City efforts to minimize the odor from wastewater treatment facilities	5	4	3	2	1	9
J.	Overall value that you receive for water and wastewater utility rates	5	4	3	2	1	9

14. Which THREE of the water/wastewater utility issues listed above do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters below using the letters from the list in Question 13 above.]

1st. _____ 2nd. _____ 3rd. _____

15. Several services provided by the City of Lawrence are listed below. For each one, please indicate if you used the service during the past 12 months.

During the past 12 months have you:		YES	NO	Don't Remember
A.	Used public transportation services operated by the City	1	2	9
B.	Enrolled in recreation programs offered by the City	1	2	9
C.	Visited City recreation facilities	1	2	9
D.	Visited the City Library	1	2	9
E.	Received assistance from fire or emergency medical personnel	1	2	9
F.	Received assistance from the Police Department	1	2	9

16. Have you called or visited the City with a question, problem, or complaint during the past year?

___(1) Yes [answer Question 16a-e] ___(2) No [go to Question 17]

16a. [Only if YES to Q#16] Which department did you contact most recently?

- | | |
|---|--|
| ___(01) Administrative Services
(Personnel, City Clerk, Risk Management) | ___(06) Parks and Recreation |
| ___(02) City Manager’s Office | ___(07) Planning |
| ___(03) Fire Medical | ___(08) Police |
| ___(04) Municipal Court | ___(09) Public Works (trash, streets, traffic signals/signs) |
| ___(05) Neighborhood Resources
(building inspections, code enforcement, comm. development) | ___(10) Transit |
| | ___(11) Utility Billing |
| | ___(12) Water/Wastewater Utility |
| | ___(13) Other: _____ |

16b-e.[Only if “YES” to Q#16] Please indicate your level of agreement with the following statements about the quality of service you received from city employees in the department you listed above by circling the corresponding number below.

Behavior of Employees		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
b.	City employees were courteous and polite	5	4	3	2	1	9
c.	City employees were professional	5	4	3	2	1	9
d.	City employees were responsive to my concerns	5	4	3	2	1	9
e.	I was satisfied with the overall quality of service provided	5	4	3	2	1	9

17. TRANSPORTATION. For each of the following, please rate your satisfaction with each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	Ease of north/south travel in Lawrence	5	4	3	2	1	9
B.	Ease of east/west travel in Lawrence	5	4	3	2	1	9
C.	Availability of bicycle lanes	5	4	3	2	1	9
D.	Traffic signal coordination on major city streets	5	4	3	2	1	9
E.	The number of destinations served by public transportation in Lawrence	5	4	3	2	1	9
F.	The frequency of public transportation service in Lawrence (how often buses come by each stop)	5	4	3	2	1	9
G.	Availability of pedestrian (walking) paths in Lawrence	5	4	3	2	1	9
H.	Availability of parking in Downtown Lawrence	5	4	3	2	1	9

18. Which TWO of the transportation issues listed above do you think should receive the most emphasis from city leaders over the next two years? [Write in the letters below using the letters from the list in Question 17 above.]

1st. _____ 2nd. _____

19. PERCEPTIONS OF DOWNTOWN. Several items that may influence your perception of Downtown Lawrence are listed below. Please rate each item on a scale of 1 to 5 where 5 means “very satisfied” and 1 means “very dissatisfied.”

How Satisfied are you with:		Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
A.	The appearance and cleanliness of Downtown Lawrence	5	4	3	2	1	9
B.	The availability of parking	5	4	3	2	1	9
C.	The types of retail and entertainment establishments that are available	5	4	3	2	1	9
D.	The hours businesses are open	5	4	3	2	1	9
E.	Ease of getting to Downtown Lawrence	5	4	3	2	1	9
F.	How safe you feel when you visit Downtown Lawrence during the day	5	4	3	2	1	9
G.	How safe you feel when you visit Downtown Lawrence after dark	5	4	3	2	1	9

DEMOGRAPHICS

20. Approximately how many years have you lived in Lawrence? _____ years

21. Are you a student in a college or university? ___(1) Yes ___(2) No

22. Do you own or rent your current residence? ___(1) Own ___(2) Rent

23. How many persons in your household (counting yourself), are in each of the following age groups?

Under age 10 _____ Ages 20-34 _____ Ages 55-64 _____
 Ages 10-19 _____ Ages 35-54 _____ Ages 65+ _____

24. Which of the following best describes your race/ethnicity?

___(1) White/Caucasian _____(4) Native American/Eskimo
 ___(2) African American/Black _____(5) Mixed Race
 ___(3) Asian/Pacific Islander _____(6) Other _____

25. Are you or other members of your household of Spanish, Hispanic, or Latino heritage?
 ___(1) Yes ___(2) No

26. What is your gender? MALE FEMALE

27. Do you have any other comments you would like to share with City leaders? [If so, please write your comments in the space below; attach additional sheets if necessary]

This concludes the survey. Thank you for your time!

Please Return Your Completed Survey in the Enclosed Postage Paid Envelope Addressed to:
 ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061

Individual responses to the survey will remain confidential. The information printed on the sticker to the right will ONLY be used by the City to understand differences in the experience based on geography. If your address is not correct, please provide the correct information.

Interpreting the Maps

The maps on the following pages show the mean ratings for several questions by Census Block Group within the city limits of Lawrence.

If all Census Block Groups on a map are the same color, then most residents in the community generally feel the same about that issue.

When reading the maps, please use the following color scheme as a guide:

- **DARK/LIGHT BLUE** shades indicate POSITIVE ratings. Shades of blue generally indicate satisfaction with a service.
- **OFF-WHITE** shades indicate NEUTRAL ratings. Shades of neutral generally indicate that residents thought the quality of service delivery is adequate.
- **ORANGE/RED** shades indicate NEGATIVE ratings. Shades of orange/red generally indicate dissatisfaction with a service.

